



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

24 पृष्ठीय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय	विषय कोड	परीक्षा का माध्यम
Business Study	3 1 0	English
<p>परीक्षार्थी का रोल नम्बर</p> <p>2 7 4 2 2 8 6 5 5</p> <p>two seven four two two eight six five five</p>		
<p>एक एक दो चार तीन नौ पाच छः आठ</p>		

परीक्षार्थी द्वारा भरा जावे

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष एवं पर्यवेक्षक द्वारा भरा जावे

क - पूरक उत्तर पुस्तिकाओं की संख्या अंकों में 04 शब्दों में four

ख - परीक्षार्थी का कक्ष क्रमांक 09

ग - परीक्षा का दिनांक 11 03 2017

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

421017

पर्यवेक्षक का नाम एवं हस्ताक्षर	केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर
Smt. chetna sharma	

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे

प्रमाणित किया जाता है कि मूल्यांकन के समय पूरक उत्तर पुस्तिकाओं की संख्या उपरोक्तानुसार सही पाई होलो क्राफ्ट स्टीकर क्षतिग्रस्त नहीं पाया गया तथा अन्दर के पृष्ठों के अनुरूप मुख्य पृष्ठ पर अंकों की प्रविष्टि एवं अंकों का योग सही है।

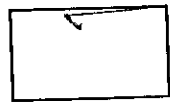
निर्धारित मुद्रा : नाम, पदनाम, मोबाईल नम्बर, परीक्षक क्रमांक एवं पदांकित संस्था के नाम की मुद्रा लगाएं।

उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा	परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा

केवल परीक्षक द्वारा भरा जावे।			
प्रश्न क्रमांक के सम्मुख प्राप्तियों की प्रविष्टि करें।			
प्रश्न क्रमांक	पृष्ठ क्रमांक	प्रा	नों में)
1			
2			
3			
4			
5			4
6			
7			
8			
9			
10			2
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			1
21			
22			
23			
24			1
25			
26			
27			
28			
कुल प्राप्तियों शब्दों में		कुल प्राप्तियों अंकों में	

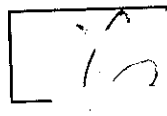
eu

2



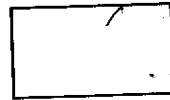
योग पूर्व पृष्ठ

+



पृष्ठ संख्या

=



कुल अंक



प्रश्न क्र.

Answer - ①

Que - 1 select --- answer :

Ans - 1

(a) → (ii) Three ✓

(b) → (iii) Henry Fayol ✓

B

S

E

(c) → (i) Liberalisation ✓

(d) → (i) First ✓

(e) → (iv) To appoint the persons on work ✓

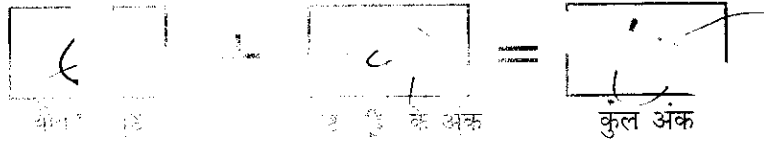
Answer - ②

Que (2) Fill in the blanks :

Ans - (a) Administration ✓

(b)

3



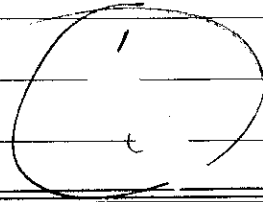
प्रश्न क्र.

(b) Labour

(c) fluctuating / subject to change

(d) future action

(e) voting

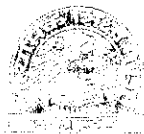


B
S
E

Answer - 3

Match :

A	B
(a) Huge Cost	(iv) Limitation of planning
(b) NO profit, NO Loss	(v) Break - Even point
(c) Profit	(vi) Measuring rod of strong position of enterprise
(d) stock Exchange	(i) Organised market
(e) date	(ii) Right hand side of letter



$\square + \square = \square$
 पृष्ठ 4 के कुल अंक

Answer - (4)

Q (4) True / False

Ans- 4

(a) True ✓

(b) True ✓

(c) True ✓

(d) True ✓

(e) False ✓

Answer - (5)

Q (5) One word / sentence :

Ans- 5

(a) At the work place ✓

(b) Operating control ~~Production Control~~

(c) Equity shares ✓

5

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

योग पूरा 20

पृष्ठ 5 का अंक

कुल 0



प्रश्न क्र.

- (d) Bombay Stock Exchange
- (e) Written proof

Answer - 6

Q(6) Write two objectives of globalisation :

B
S
E

Ans "The whole world has become a global family."

The objectives of globalisation are as under :-

(i) To increase Productivity :-

The main aim of globalisation is to increase the productivity of Indian industries by taking advantage of modern technology of foreign industries.

(ii) Competition :-

Another major objective of globalisation is to make Indian

6

$$\boxed{\neq} + \boxed{\text{क अंक}} = \boxed{\text{कु}}$$



प्रश्न क्र.

industries competitive which results in improvement of quality of product and reduction in cost.

Answer - 7

Q 7 Write any two importance of Business Environment.

B

S Ans - 7

E

"Business Environment is the macro framework within which business activities operate."

Following are points of importance of business environment :-

(i) To avail of an early Opportunity:

By the study of business environment an enterprise can avail itself an early opportunity instead to be left for competitors!

(ii)

Image Building :-

Business environment is also helpful in building image of



$$\boxed{2} + \boxed{} = \boxed{}$$

पृष्ठ 9 के अंक कुल अंक



Answer - (10)

Q 10) What sort of consumer?

"Consumer is the king of market."
A consumer should observe certain precautions which are following :-

(i) To exercise his rights properly :-

A consumer should be well aware of his rights. Those consumers who know their rights well should make others aware of it. The rights should be exercised at the time of buying any product.

(ii) Quality Consciousness :- A consumer should always make it a point to purchase quality products. He should always purchase goods having ISI mark, wool mark, Agmark etc.

10

$$\boxed{24} + \boxed{-} = \boxed{-}$$

योग पूर्व पृष्ठ

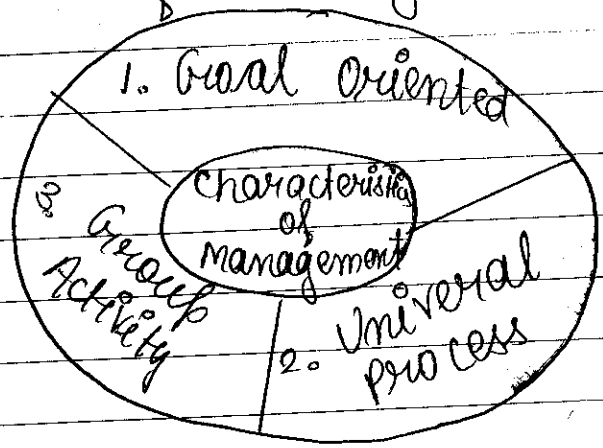


प्रश्न क्र.

Answer - 11

Q 11) Write characteristics of Management.

Characteristics of management are as follows:-



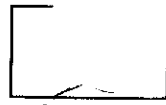
Detail :-

1. Goal Oriented :- Management is directed towards the goals and objectives of business. Management exists as it is an effective means of getting needed work done.

2. Universal Process :- Management is a universal process. It is not the monopoly of industries.

B
S
E

11



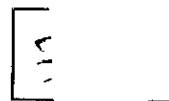
योग पूर्व पृष्ठ

+



पृष्ठ 11 के अंक

=



कुल अंक



प्रश्न क्र.

alone but can be applied in any field which requires group effort.

3. Group Activity :- management is required to undertake any group activity. so one may infer that management is a group activity.

ANSWER

Answer - (12)

(12) subsidiary functions of Management.

Ans-12 "Management is an art of getting needed work done." There are several function of management. The subsidiary functions are as follows :-

12

$$\boxed{7} + \boxed{5} = \boxed{12}$$

योग पूर्व पृष्ठ

पृष्ठ 12 के अंक

कुल अंक



प्रश्न क्र.

Subsidiary functions

Innovation

Research

Decision making

detail :

B
S
E

1. Innovation :- Farnest Dale regards innovation as the modern function of management. A manager has to think about new methods of production, sales, cost control etc.

2. Research :- A manager has to constantly make research of market in order to know consumer preferences, buying behaviour, substitutes in market etc.

3. Decision Making :- A manager has to make decision in the field of business from

13

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

योग पूर्व पृष्ठ पृष्ठ 13 के अंक कुल अंक



cradle to grave. He cannot perform any function without decision making.

Answer - (13)

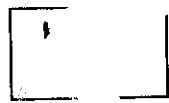
13 Difference between Time study and Motion study.

Ans (13) F.W. Taylor conducted work study, time study, motion study & fatigue study in order to make management good.

Difference between time study and motion study are as follows :-

S. No.	Basis of Difference	Time study	Motion study
1.	When performed	Time study is done at first.	Motion study is done after time study.
2.	Measure	In it minimum time for performing a task is measured.	In it ideal way of performing a task is measured.

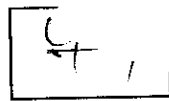
14



+



=



योग पूर्व पृष्ठ

पृष्ठ 14 के अंक

कुल अंक



प्रश्न क्र.

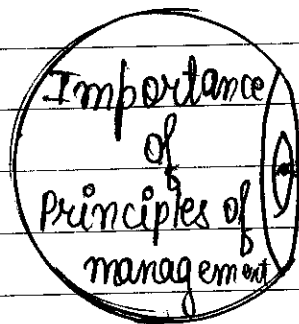
Apparatus Here stopwatch
used - is used.

Here a camera
is used.

Answer - 14

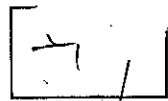
Q14) Importance of principles of management.

A principle is a fundamental truth about some phenomenon.
The importance of management are as under :-



1. Direction to managers
2. Basis for planning
3. Useful research

Detail :-



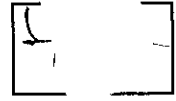
योग पूर्व पृष्ठ

+



पृष्ठ 15 के अंक

=



कुल अंक

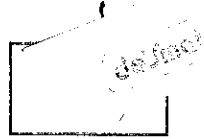


1. Direction to Managers :- The principles of management direct the managers to do their task well. It also direct the fields in which future managers should work.

2. Basis for planning :- Principles of management also form base for planning about future events. The managers can study principles well which help them in formation of planning.

3. Useful Research :- Management principles define the area where principles have to evolved. It helps the managers in research.

16



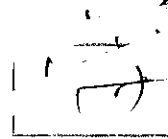
योग पूर्व पृष्ठ

+



पृष्ठ 16 के अंक

=



कुल अंक



प्रश्न क्र.

Answer - 15

Q(15) Distinguish — — informal organisation.

Ans-15 Formal organisation and informal organisation are types of organisation. They differ from each other in following ways :-

B S E	S. NO.	Basis of Difference	Formal organisation	Informal organisation
	1.	Nature of objectives	The objectives of formal organisation are written and well defined.	The objectives of informal organisation are not written and ill defined.
2.	Formation	It is formed deliberately by management.	It is formed spontaneously on the basis of friendship, need, desire etc.	
3.	Communication	There is chain of communication in formal organisation.	There is no such chain in informal organisation.	

17

$$\begin{matrix} 1 & 1 \\ 4 & 3 \end{matrix}$$

योग पूर्व पृष्ठ

+

$$\begin{matrix} 4 \\ 1 \end{matrix}$$

पृष्ठ 17 के अंक

=

$$\begin{matrix} 5 & 5 \\ 8 & 4 \end{matrix}$$

कुल अंक



4. Flow of Authority

The authority flows from top to bottom.

The authority may flow in any way. It is of zig-zag form.

Answer - (16)

16 Importance of Organisation.

"Organisation is the structural framework within which various individual works."

Organisation is important due to following reasons :-

1. Specialisation

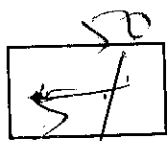
4. Stablisation & Growth

Importance of Organisation

2. stimulates Creativity

3. Effective Communication

(18)



योग पूर्व पृष्ठ

+



पृष्ठ 18 के अंक

=



कुल अंक



प्रश्न क्र.

Detail :-

1. Specialisation :-

Organisation promotes specialisation because every work is divided to a particular employee. So, specialisation can be made easily.

B 2. Stimulates Creativity :-

Individual creativity can easily be improved by organisation. Every individual is given freedom to perform his task which stimulates creativity.

3. Effective Communication :-

The communication can easily be effective due to formation of organisation. Every employee is well aware to whom he has to communicate.

4. Stabilisation and Growth :-

19

[]

य. पूर्व पृष्ठ

+

[]

पृष्ठ 15 के अंक

=

[]

कुल अंक



प्रश्न क्र.

A sound organisation is stabilised business and open market for growth. A business can reach at new achievement by a good organisation.

Answer - (17)

Basis of Differentiate

meaning :- motivation means creating will to work. A manager can motivate employees by monetary and non-monetary motivation. Its basic difference are as follows :-

S. NO.	Basis of difference	Monetary motivation	Non-monetary motivation
1.	Measure-ment	It can be measured in terms of money.	It can not be measured in term of money
2.	Objective	It is paid for fulfilling	It is paid for psychological &

20



+



=



योग पूर्व पृष्ठ

पृष्ठ 20 के अंक

कुल अंक



प्रश्न क्र.

		basic needs like food, house, clothing etc.	satisfaction of employees.
3.	Impact	The impact is of short period.	The impact of non monetary motivation is long-lasting.
4.	Examples	The examples of monetary motivation are pay allowance, bonus, commission etc.	The examples of non monetary motivation is status, recognition, recognition, workers' participation etc.

B
S
E

Answer - (18)

Q 18) state the need of supervision ?

Ans-18 Meaning :- The word supervision is combination of two words super & vision. super means over and



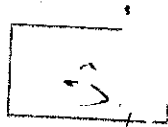
योग पूर्व पृष्ठ

+



पृष्ठ 21 के अंक

=



कुल अंक

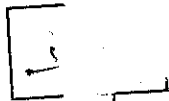


above and vision means to see. Thus supervision means overseeing from above.

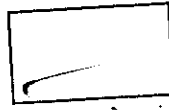
Following is the need of supervision in business :-

(NEED OF SUPERVISION)

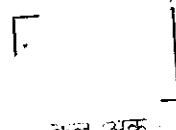
1. To issue orders and instructions
2. Allotment of work
3. Study suggestions and solution of problems
4. Inspiring the workers
5. Keeping eye on performance



+



=



सं क्र.

सं क्र.

1. To issue orders and instructions :-

Supervision is needed to issue orders to workers. Every worker needs to know about his job, special features of his job etc. which can be done properly by supervision.

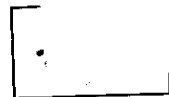
2. Allotment of work :-

Work should be allotted to every worker according to his physical and mental abilities. It can be done perfectly by a supervisor.

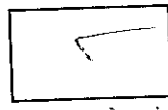
3. Study, suggestions and solutions of problem :-

A worker may face a number of problems in performing his task. A supervisor gives patient hearing and give solution of their problem for this work also supervision is needed.

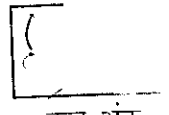
24



+



=



योग पूर्व पृष्ठ

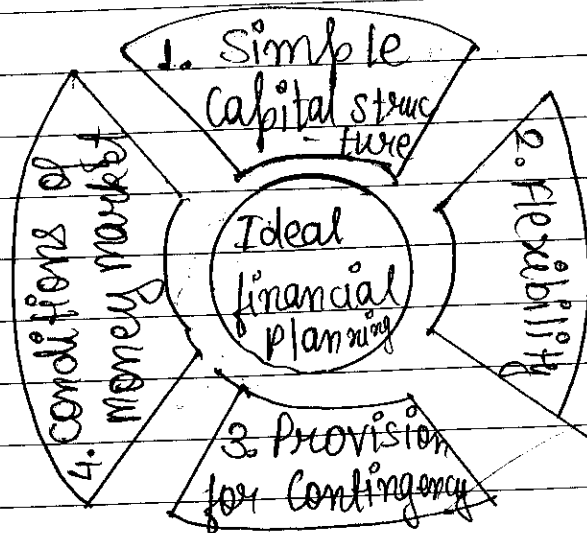
पृष्ठ 24 के अंक

कुल अंक



प्रश्न क्र.

The characteristics of ideal financial planning is as under :-



B
S
E

Detail :-

1. Simple Capital Structure :-
The capital structure of ideal financial planning should be simple. It should be understood by all.

2. Flexibility :- There must be flexibility in ideal financial planning. It should be capable of change according to conditions.



परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय

विषय कोड

परीक्षा का माध्यम

परीक्षा का दिनांक

11 3 17

B. Study 3 1.0 eng

स्टीकर तीर के निशान ↓ से मिलाकर लगायें

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

B.S. EXAM 21017

पर्यवेक्षक का नाम एवं हस्ताक्षर

[Signature]

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर

[Signature]

परीक्षार्थी द्वारा भरा जावे →

मुख्य उत्तर पुस्तिका के अंतिम पृष्ठ क्रमांक तक कुल प्राप्तांक

3. Provisions for Contingencies :-

No financial plan shall be good if does not anticipate future and make provisions for contingencies.

4. Conditions of Money market :-

The financial manager should asses the conditions of money market before financial planning. It should be in accordance of conditions of money market.

B
S
E

2

$$\boxed{\quad} + \boxed{\quad} = \boxed{6}$$

योग पूर्व पृष्ठ + पृष्ठ 2 के अंक = कुल अंक



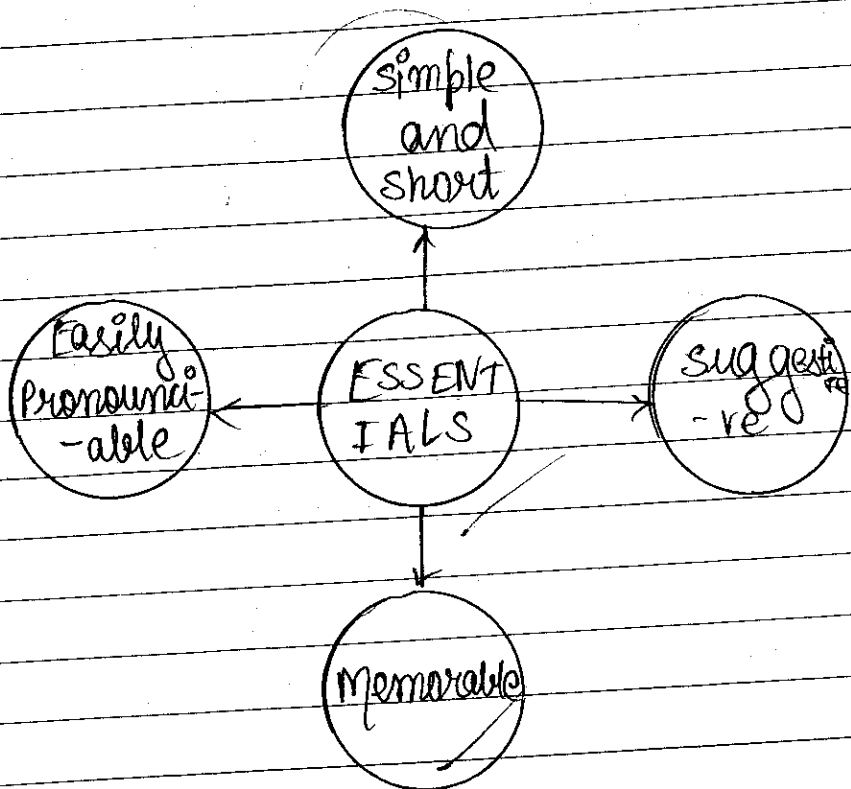
प्रश्न क्र.

Answer - 20

Q 20) which points --- Brand name?

Ans-20 A brand name should contain several qualities i.e. we should keep following points in mind while selecting good Brand name :-

B
S
E



Detail :

3

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

योग पूर्व पृष्ठ पृष्ठ 3 के अंक कुल अंक



1. Simple and Short :-

A brand name should be simple and short, so that everyone can remember it.
Eg: Dove, Tide etc.

2. Suggestive :- A brand name should be suggestive of the quality of product.
Eg: Hajmola suggest digestion, Ujala suggest brightness etc.

3. Memorable :- A brand name should be memorable. It should be such that everyone can memorize it easily.

Easily Pronounceable :- We should select such a brand name which is easily pronounceable. Otherwise customers hesitate in demanding our product.

4

$$\boxed{} + \boxed{4} = \boxed{4}$$

योग पूर्व पृष्ठ पृष्ठ 4 के अंक वृत्त अंक



Answer = 21

Q 21 Means and ways of consumer protection
Ans-21 following are the major ways of consumer protection :-

- Ways and means of Consumer Protection
1. Lok Adalats
 2. Public interest Litigation
 3. Redressal Forums
 4. National award on Consumer Protection

Detail :-

1. Lok Adalats :- Lok adalats are those centres where aggrieved parties can reach directly with their grievances. They give patient hearing & gives decision on the spot.

B
S
E



परीक्षार्थी द्वारा भरा जावे ↓

विषय कोड

परीक्षा का माध्यम

परीक्षा का दिनांक

11 3 17

परीक्षा का विषय

B Study

3 1 0

Eng

स्टीकर तीर के निशान ↓ से मिलाकर लगायें

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

H.S.S. EXAM 421017

पर्यवेक्षक का नाम एवं हस्ताक्षर

Chakr

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर

S.L.

परीक्षार्थी द्वारा भरा जावे →

मुख्य उत्तर पुस्तिका के अंतिम पृष्ठ क्रमांक..... तक कुल प्राप्तांक + =

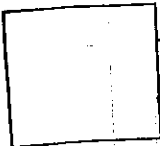
2. Public Interest Litigation :-

Public interest litigation can be filed by any person or by aggrieved customer. They provide legal assistance to consumers, minorities etc.

B
S
E

3. Redressal forums :-

The consumer protection Act 1956 provide three tier judicial to consumers :-
 1. District forum
 2. State Commission
 3. National Commission on consumer protection



पृष्ठ के अंकों का योग

2

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

योग पूर्व पृष्ठ पृष्ठ 2 के अंक कुल अंक



प्रश्न क्र.

4.

National award on Consumer Protection :-

Government of India offers national award on consumer protection along with it National youth award on consumer protection is also given.

Answer - (22)

B

S

Eq 22)

Explain limitations of planning ?

Ans - 22

Planning is the primary function of management but it has certain limitations which are following :-

Limitations of Planning

Expensive

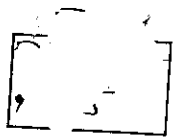
Uncertainty

Unsuitable

Rigidity

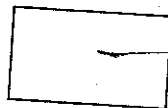
Time Consuming

3



योग पूर्व पृष्ठ

+



पृष्ठ 3 के अंक

=



कुल अंक.



प्रश्न क्र.

1. Expensive Process :-

Planning is considered as an expensive process. It requires a lot of money and energy of time.

2. Uncertainty :-

There is always an uncertainty of result in planning. Its result cannot be predicted.

3. Unsuitable :-

Planning is unsuitable for various business houses like those dealing in fashionable goods.

4. Rigidity :-

Due to predetermined plan a tendency to execute work in straight line jacket is developed which harms the organisation.

4

$$\boxed{\text{र}} + \boxed{\text{क अंक}} = \boxed{\text{क}} \\ \text{योग पृष्ठ} \quad \text{क अंक} \quad \text{कुल अंक}$$



प्रश्न क्र.

5. Time Consuming :-

The framing of plans require a lot of time without any certain result which can effect business adversely.

Answer - (23)

B

S Ans - 23
E

The main external sources of recruitment are as follows :-

External sources of Recruitment

- | |
|--|
| 1. Advertisement |
| 2. Gate or Campus Recruitment |
| 3. Employment Exchange |
| 4. Employees Recommendations |
| 5. Recruitment by educational institutions |



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

4 अक्टूबर 17

परीक्षा का विषय परीक्षा का माध्यम परीक्षा का दिनांक

परीक्षार्थी द्वारा भरा जावे ↓

विषय कोड

परीक्षा का माध्यम

परीक्षा का दिनांक

स्टीकर तीर के निशान ↓ से मिलाकर लगायें

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

H.S.S. EXAM

421017

पर्यवेक्षक का नाम एवं हस्ताक्षर

Chuh

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर

[Signature]

परीक्षार्थी द्वारा भरा जावे ↓

मुख्य उत्तर पुस्तिका के आत्म पृष्ठ क्रमांक तक कुल प्राप्तांक + =

1. Advertisement :- Advertisement in newspaper is major source of recruitment in India. A number of candidates can be recruited by this means.

2. Gate or Campus Recruitment :- For semi technical employees several organisations go for gate or campus recruitment. A notice on factory gate is hanged.

3. Employment Exchange :- Employment exchange is found in every district.

2

+

=

योग पूर्व पृष्ठ

पृष्ठ 2 व अंक

कुल अंक



प्रश्न क्र.

A list of candidates of every field can be found by this means and recruitment can be made.

4. Employees Recommendations :-

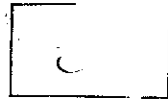
Sometimes recruitment takes place as per recommendations of existing employees. They recommend their friends, relatives and acquaintances.

B
S
E

5. Recruitment by Educational Institutions

Recruitment can also be made by recruiting employees from the educational institutions. The organisation get fresh and talented employees.

3



योग पूर्व पृष्ठ

+



पृष्ठ 3 के अंक

=



कुल अंक

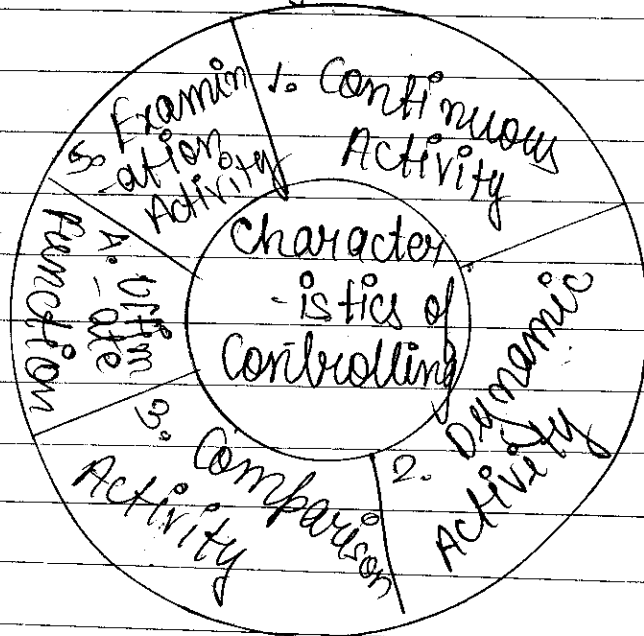


प्रश्न क्र.

Answer - (24)

Q 24.

Ans 24 The major characteristics of controlling are following :-



detail :-

1. Continuous Activity :- Controlling is a continuous activity of firm has to make control of its life continuously till the end.

④

³⁴
~~85~~

+

U

=

³⁸
~~89~~

योग पूर्व पृष्ठ

पृष्ठ 4 के अंक

कुल अंक



प्रश्न क्र.

2. Dynamic Activity :-

Controlling is a dynamic activity. It has to change according to the policies of organisation.

3. Comparison Activity :-

An enterprise has makes control for comparison. It compares the results with the predetermined goals.

B
S
E

4. Ultimate function :-

Controlling is the ultimate function of management. An enterprise has to make control for effective performance.

5. Examination Activity :-

Controlling examines that whether the firm achieve its predetermined goals or not. It also suggest remedial measures.

4



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

4 पृष्ठिय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय

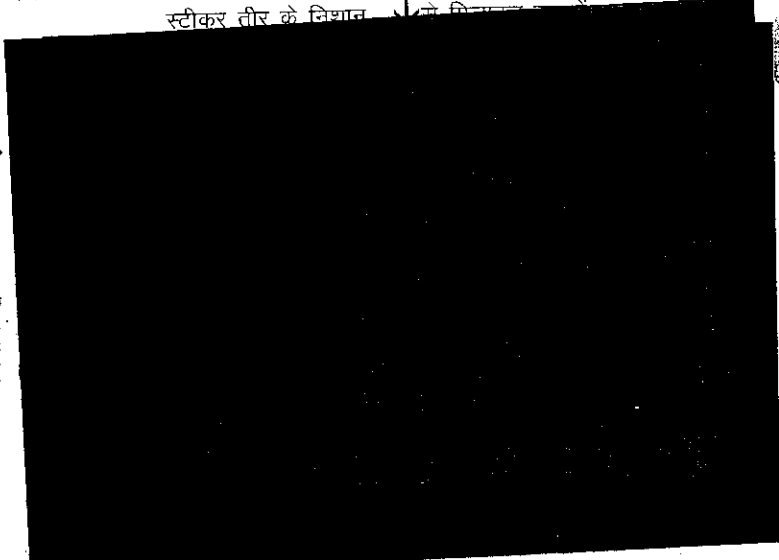
विषय कोड

परीक्षा का माध्यम

परीक्षा का दिनांक

Blank boxes for exam details

स्टीकर तीर के निशान



परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा
H.S.S. EXAM
421017

परिदक्षक का नाम एवं हस्ताक्षर
[Signature]

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर
[Signature]

ख्य उत्तर पुस्तकी के अंतिम पृष्ठ क्रमांक तक कुल प्राप्तांक =

Answer - (25)

Q-25 Following are points of difference between capital market and money market

S. NO.	Basis of Difference	Capital market	Money market
1.	Type of Markets	It deals in long term funds.	It is a market for short term funds.
2.	Types of Securities	Shares, debentures, bonds etc. are dealt here.	Trade bill, Treasury bill etc. are traded here.

2

[]

+

[]

=

[]



यो. नं. २ -

पृष्ठ 2 के अंक

कुल अंक

प्रश्न क्र.

3. Investment outlay

It requires less investment. 28150 outlay.

It requires huge investment outlay.

4. Duration of securities

It deals in long term securities.

It deals in short term securities.

5. Major participants

Finance agencies, national and international investors etc are participants.

Reserve Bank of India, Banks and Financial companies etc are participants.

B
S
E

Answer - (26)

Ans :- "Business Correspondence is soul of business". It is important due to following point.

1. Aid to Commercial contact :-
By business correspondence an enterprise can make good relation with distant traders etc.

3

9
[5]

+

[]

=

[]

योग पूर्व पृष्ठ

पृष्ठ 3 के अंक

कुल अंक



न क्र.

2. Business Agent :- Correspondence act as a business agent. It removes all disputes very influentially.

3. Settlement of Disputes :- A business correspondence can settle all the disputes of a business very fastly. It can be presented as a proof in court also.

4. Removes shortcoming of personal contact :- By writing a letter, an enterprise can remove all shortcomings of personal contact. One can write unhesitatingly what one feels.

5. Mirror of Business :- As a human body is the mirror of his whole body, similarly a business correspondence can give the image of a business and its ability.