



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

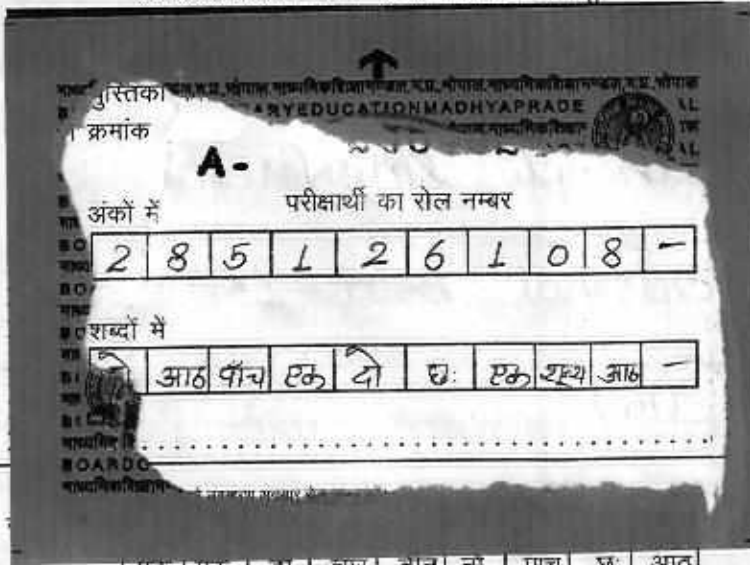
24 पृष्ठीय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय Business Studies	विषय कोड 3 1 0	परीक्षा का माध्यम English
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स्टीकर तीर के निशान ↓ से मिलाकर लगाएँ।

परीक्षार्थी द्वारा भरा जावे ↓



एक एक दो चार तीन नौ पाच छः आठ

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष एवं पर्यवेक्षक द्वारा भरा जावे ↓

क :- पूरक उत्तर पुस्तिकाओं की संख्या अंकों में शब्दों में

ख :- परीक्षार्थी का कक्ष क्रमांक

ग :- परीक्षा का दिनांक

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा
हायर सेकण्डरी परीक्षा
हाईस्कूल परीक्षा **511015**

पर्यवेक्षक का नाम एवं हस्ताक्षर : केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर
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केन्द्राध्यक्ष
क्रमांक-511015

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 होले 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, मोबाइल नम्बर, परीक्षक क्रमांक एवं पदांकित संस्था के नाम की मुद्रा लगाएँ।

उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा

[Signature]
Dr. R.K. Gauram
001152

केन्द्रल परीक्षक द्वारा भरा जावे। प्रश्न क्रमांक के सम्मुख प्राप्तियों की प्रविष्टि करें।

प्रश्न क्रमांक	पृष्ठ क्रमांक	अंकों में
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2

{ Question no. 8-1 }

Q. 1

Select the correct answer &

(A)

~~Internal & External~~ ⁽ⁱⁱ⁾ ~~Both~~ - (iii)

(B)

Controlling (iii)

(C)

Debiture (i)

(D)

1995 (i)

(E)

After inquiry (i)

(E)

{ Question no. 8-2 }

Fill in the blanks &

(A)

Force / Power

Group leader

(C)

subject to change

(D)

future course of action

(E)

selection



{ Question no. 3 }

Answer the following :-

- (A) Break even analysis means there is no profit, no loss. It is break even cost control.
- (B) Issue of debenture is beneficial in depression.
- (C) Mumbai or Bombay Stock Exchange.
- (D) Complaint letter.
- (E) Forecasting / Recruitment.

==x==

{ Question no. 4 }

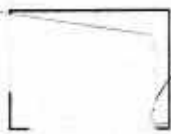
True or False :-

(A) True

(B) True

(C) True

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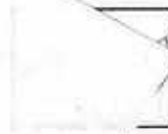
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(D)

False

(E)

False

==x==

{ Question no. 8-5 }

Match the column 8

B (A) Profit & Measuring rod of strong
S position of enterprise.

E (B) Primary market & New Issue

(C) Sunning Letter & Seller

(D) Planning process & Selection of an
alternative.

(E) Administrative work & Finance work

==x==



{ Question no. 8 26 }

Ques The Essentials of Ideal Business Letter are &

[Ideal Letter]

(A) Graceful Physical Appearance (B) Effective Internal Matter

(A) Graceful Physical appearance & Letter should be attractive from outside. It must contain the following things &

i Stationary & Stationary used should be according to the dignity. White paper should be used so that typed matter can be visible clearly. Clips, pins, ribbons etc. should be used to make it attractive.

ii Typing & Typing should be done accurately. The matter should be written in double space but if matter is lengthy single space must be used.

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(11)

Stamping & After writing the letter it should be duly folded and stamped with the seal of company. In big concerns folding and franking machines are used.

(B) Effective Internal matter & the matter

should be very effective that it touches the heart of the receiver. The letter must be &

 B
S
E

i) Completeness & The letter must be complete in itself.

It must not carry such words which makes it incomplete. It must show completeness so that the receiver could understand it.

ii) Accuracy & The letter must be very accurate. Spelling mistakes must be avoided. The words used in letter should carry single meaning, it should ignore the words having double meaning.

=x=



प्रश्न क्र.

{ Question no. 8 25 }

Ans Difference between Primary market and Secondary Market :-

Sl. No.	Basis of Difference	Primary Market	Secondary Market
1.	Nature of securities	Securities are issued in primary market. New issue of security takes place.	Existing and old securities are brought and sold in Secondary Market.
2.	Place/ Location	There is no fixed place or location for primary market.	There is a specified place for secondary market.
3.	Buying and selling	Only buying of securities takes place.	Both buying and selling takes place.
4.	Capital formation	It promotes capital formation directly.	It does not promote capital formation directly.

प्रश्न क्र.

5.

Price
determination

Price
are determined
by the
management

Price
are determined on
the forces of
demand and
supply.

6.

Types of
securities

Long term and
middle term
securities are
taken into
consideration

Only short term
securities are
dealt with

B
S
E

=x=

Question no. & 24

Ans The Essentials of Effective Controlling
system are 8

Essentials of Control

- i) Suitable and effective
- ii) Understandable
- iii) Time - Bound
- iv) Economic
- v) Flexible
- vi) Objective



प्रश्न क्र.

i

Suitable & Effective - The control should conform to the nature of business. It must be very effective. It must suit the nature, type, size and area of the business undertaking.

ii

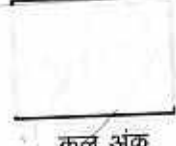
Understandable - If controls are to be accepted and implemented over the business undertaking, so it must be understandable. To both, those who are implementing it and those who are affected by it.

iii

Time bound - Controls should be time bound. It must not waste much time in its implementation. Waste of unnecessary time on controlling will adversely affects the business and its objectives.

iv

Economical - It must be economical to the business. It must not waste time, money and energy. It must be within the enterprise. The process of controlling should be effective.



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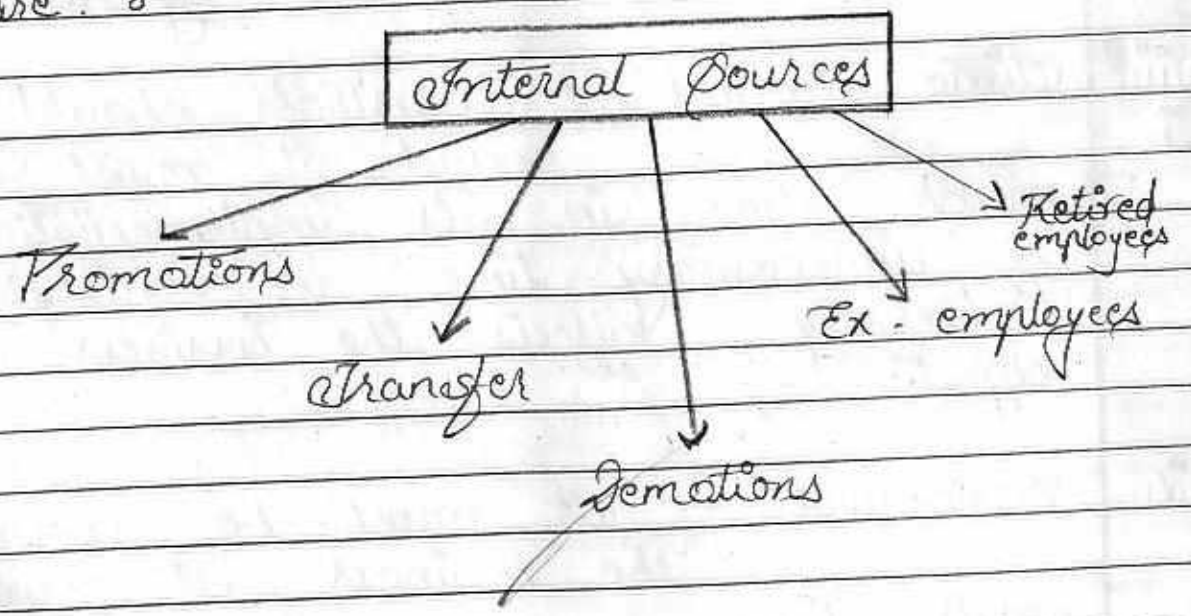
(v) flexible & The process of controls should be flexible so as to adaptable the changes in future. The control process should not be very rigid. It must cope with the changes in future.

=x=

{Question no. & 23}

B
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Five internal sources of recruitment are &





प्रश्न क्र. 0

(i)

Promotions & Promotion means to promote the employees working in the enterprise. It is due to their ability, skill and knowledge. It increases the morale of employees and they work in a better way to get this opportunity.

(ii)

Transfer & Transfer means shifting of an employee to the place similar to the existing one. It does not mean only transfer from the post but also increase in their responsibility. It promotes the employee.

B
S
E

(iii)

Demotions & Demotion means decrease in the responsibilities and shifting towards the earlier post. It is done in the condition of depression or the govt. does not approve the promotion. It decreases the self-confidence of employees.

(iv)

Ex-employees & It is the type of recruitment in which the ex-employees are re-employed so that they can work efficiently and does not need training.



प्रश्न क्र.

(1)

Retired - employees & The employees who has been retired from job can be call again to do a particular assignment if they are willing to do it.

⇒x⇒

{ Question no. 8 / 22 }

Some active characteristics of Planning are :-

S

E

1. Goal oriented
2. An Intellectual Process.
3. Continuous Process
4. Interdependent Process
5. Effective utilisation of resource.

1. Goal oriented & Planning aims

⇒x⇒

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पृष्ठ 13 के अंक

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{ Question no. 8 22 }

Ans Five characteristics of good Planning are :-

- (i) Prime Function.
- (ii) Continuous Activity.
- (iii) ^{Intellectual} ~~Synthetic~~ Activity.
- (iv) ^{Interdependent} ~~Complex~~ Activity.
- (v) Effective utilisation of resource.
- (vi) Goal oriented

B
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(i) Prime Function & It is the primary function of management to make plans. Planning is the first and foremost function of management. Plans are made and accordingly performance is done.

(ii) ^{Process} Continuous Activity & It can be called as a continuous activity because plans are made and to perform that plan another plan is formulated for completion of objectives.

(iii) Intellectual process & Planning involves logical thinking. It is based on future course of action to achieve a desired objective.



प्रश्न क्र.
(IV)

Effective utilisation of resource & it is

possible due to planning only which makes best and possible use of its physical and human resources.

(V) Goal oriented & specific goals are set along with plans formulated by top management. It achieves the predetermined goals and objective.

B

i) Interdependent process & it is an interdependent and on going process.

==x==

Question no. 8 21

Ans Four problems of consumer are &

i) Lack of knowledge & The biggest problem of consumer is the lack of knowledge. He is unable to choose right product and is exploited by the producer.


 प्रश्न क्र.
 11

Misleading advertisement & The consumers are attracted to the fake and misleading advertisement. They are so much attracted to it and purchase the wrong product.

111

The producers so tries to exploit the consumer in many ways and it is the responsibility of consumer to protect himself.

B

The consumer must have knowledge of choosing a good product. He fails to choose it.

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Question no. 8 20

Ans Factors affecting Price Determination &

i) Cost & The cost of any product may be more or less any time. If the raw material is cheaper then ultimately the cost of product will reduce. It is the factor affecting price determination.

प्रश्न क्र.

iii Demand & If the demand for product is continuously changing it also affects the price. If the demand for product is less than the producers decrease its price.

iv Interest of Consumer & The consumer does not show any interest towards the product then the price of product falls down. In off season also producer sell their product at low price.

v Competition & Due to competition also there are fluctuation in price. Competition is increasing continuously





Question no. 8 L9

Ans. The factors affecting working capital are :

1. Size of undertaking & volume of production
2. Nature of Business.
3. Terms of Buying and Selling.
4. Cost of raw material.
5. Cost of Labour.

1. Size of undertaking & volume of production :

The amount of working capital depends upon the size of business if the business is concerned with producing manufactural goods it will require more capital and if it produce consumer goods it will require less capital.

2. Nature of business : If the business undertaking is producing goods in large quantity, so it will require more capital. Public utility service organisation produce less goods and sold for cash requires less capital. It also depends on the nature of business.



योग पूर्व पृष्ठ

पृष्ठ 19 के अंक

कुल अंक

Question no. 8-18 (18)

Ans: Difference bet ~~for~~ Management and Leadership.

Management

Leadership.

i) There are no followers in management.

Without followers leadership cannot exist.

ii) The authorities and responsibilities of managers are officially defined.

There is no authority & responsibility in leadership.

iii) Manager is formed by having educational qualification, ability and skill.

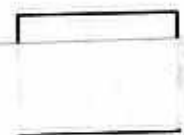
Leader is formed by people and his follower. He does not posses any qualification.

iv) These are for long time.

These is for short time.

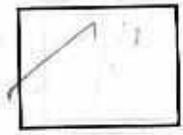
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प्रश्न क्र.

{ Question no. 8 & 17 }

Ans Four qualities of a good leader are as follows &

- i) Sound health.
- ii) Intelligence.
- iii) Empathy.
- iv) Emotional balance.
- v) Will power.

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i) Sound health & A good leader must possess sound health and physical fitness. He must have sufficient stamina and vigour for hard work. He must have a good health.

ii

Intelligence & A good leader must be intelligent enough to deal with any kind of situation. He must have the ability to deal with the pros and cons of the prospective undertaking. He must possess enough intelligence.

21

योग पूर्व पृष्ठ

पृष्ठ 21 के अंक

कुल अंक



Empathy & Empathy means taking part in the feelings of others. It shows the ability of sympathy. He must have the feeling to help others regarding financial or non-financial help.

iv) Emotional Balance & A good leader should never lose temper.

Even in the conditions of heavy odds he must not show his imbalance and tries to deal with the problem in an effective way.

==x==

{ Question no. 8 & 16 }

Am Importance of Delegation of authority &

- i) Reduction in workload of top executives
- ii) Vehicle of co-ordination
- iii) Development of sub-ordinates
- iv) Quick and right decisions
- v) Expansion of business.

प्रश्न क्र.

i

Reduction in Workload :- The delegation of authority lessens the workload of top-executives. They need not pay attention on those matters which are not very important and can pay attention to more important tasks.

ii

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S
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Vehicle of co-ordination :- By delegation of authority co-ordination is made possible between the superiors and sub-ordinate. They get a chance to show their skill, ability and knowledge.

iii

Development of sub-ordinates :- It is a very important in the development of sub-ordinates. They get a chance to learn from superiors which ultimately increase their knowledge, skill and ability. The development of sub-ordinates is also very necessary as it increase their morale.



योग पूर्व पृष्ठ

पृष्ठ 23 के अंक

कुल अंक

श्न क्र.

(iv) Quick and right decisions & Through delegation of authority quick and right decisions can be taken with greater confidence. The sub-ordinates takes the decision on spot and need not ask the superiors.



{ Question no. & 14 (or) }

B
S
E

Ans Diff betⁿ a time study and Motion study &

Time Study

Motion Study

(i) Under time study, is studied what time a labours takes to perform a work and what time he should take to do that work.

Under Motion Study, the ideal way of performing the tasks is studied.

(ii) Here, the apparatus used is stop watch to make a record

Here, a camera is used to keep a watch.



प्रश्न क्र. (ii)

Time Study is done at first.

Motion Study is done after time Study

iii

The object of time study is to minimise the movements.

The object is to adopt ideal way of working

==x==

Question no. 8 & 13 (or)

B

Some Nature of Principles of Management are as follows &

E

- i) Flexible, not rigid.
- ii) Fundamental truth but not absolute.
- iii) Synthetic.
- iv) Universal.

i) Flexible, not rigid & other principles of management are flexible, they are not rigid. There is always a scope of modification as to changes in future.



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4 पृष्ठीय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय : विषय कोड : परीक्षा का माध्यम : परीक्षा का दिनांक

Business Studies : 3 : L : 0 : *English* : 14 : 03 : 2018

परीक्षार तीर के निशान ↓ से मिलाकर लगायें

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की नुमा

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पर्यवेक्षक का नाम एवं हस्ताक्षर

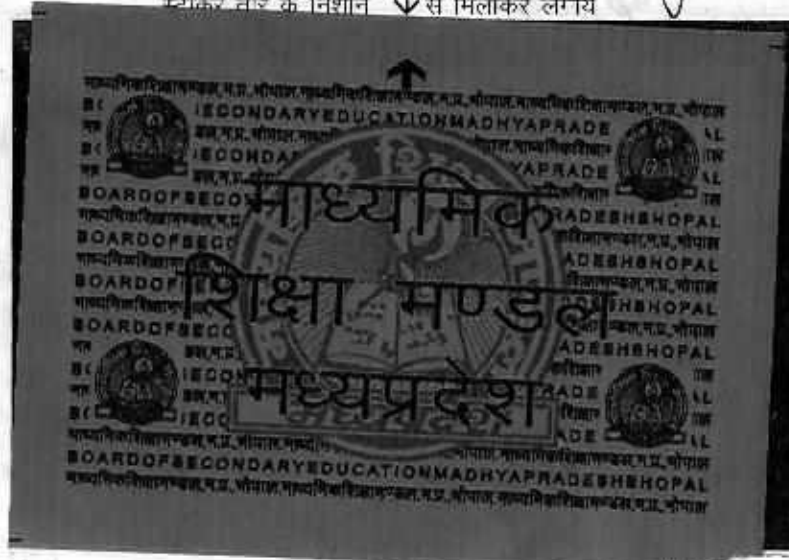
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केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर

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केन्द्र क्रमांक-511015

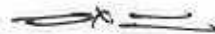
परीक्षार्थी द्वारा भरा जावे →



मुख्य उत्तर पुस्तिका के अंतिम पृष्ठ क्रमांक.....तव

<p>ii) B S E</p>	<p>Fundamental truth but not absolute & The principle of management are fundamen truth but they are not absolutely true, there is always a modification for change.</p>
<p>iii)</p>	<p>Dynamic & The principles of Management are dynamic in nature, they are not very exact.</p>
<p>iv)</p>	<p>Universal & The principles of managemen has universal acceptability.</p>

पृष्ठ के अंकों का योग





Question no. 8-12

Ans & Diff betⁿ Administration & Management

Basis of
Diff.

Management

Administration

i

Application

The management is applicable to business enterprise.

Administration is applicable to non-business institution like govt. offices, military etc.

ii

Policy Making

It implements the policy, it is not directly concerned with policy making.

It is concerned with policy making, it decides the objectives or targets to be achieved.

iii

Decision Making

It takes routine decision, its decisions are affected by organisational considerations.

It takes imp. decisions. Its decisions are affected by public opinion, govt. policy etc.



Qc

+ [or]

Ans

The Importance of Management is as follows &

- i) Meeting the challenge.
- ii) Utilisation of resources.
- iii) Innovation.
- iv) Co-ordination.

i) Meeting the challenge & Management only can meet the challenges of modern age. The complexities of challenge can be overcome by only management.

ii) Effective Utilisation of resource & It makes possible to utilize the resources by management. It does not lead to wastage or misuse.

iii) Innovation & Management bring new ideas, facts, imagination and vision in the mind and innovation becomes easier at this level.



Question no. 8 & 10

Ans

Consumer & Consumer means a person who pays the amount of money to get a product or service. Under the act, 1986 consumer has been defined as &

i)

A person who makes payment to get a product.

ii)

who hires service on payment.

iii)

who purchase product on deferred payment.

iv)

who hires service on deferred payment.

==>==

Question no. 8 & 9 [or]

Ans

Advantages of labelling &

i)

Easy identification of product & it makes easy for a consumer to identify its product with the help of label on the product.



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

4 पृष्ठीय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय

विषय कोड

परीक्षा का माध्यम

परीक्षा का दिनांक

14 03 2018

Business Studies 3 1 0 English

परीक्षार्थी द्वारा भरा जावे

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

511015

परिदेसक का नाम एवं हस्ताक्षर

हायर सेकण्डरी परीक्षा

केन्द्राध्यक्ष / सहायक केन्द्राध्यक्ष के हस्ताक्षर

केन्द्राध्यक्ष
केन्द्र क्रमांक-511015

परीक्षार्थी द्वारा भरा जावे



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

iii

Useful Information & Information which is necessary to know about the product can easily get with the help of labels on it. Labels are informative tag.

==x==

Question no. 8 [or]

Ans

Two characteristics of Liberalisation are as follows &

iv

Liberalisation removes the trade restriction which govt. has imposed.

पृष्ठ के अंकों का योग



iii

It has given the liberty to run private sectors those industries which are reserved for public sector.

iii

Except six industries, it removes licensing also.

==x==

Question no. 8 & 7 [or]

Ans

Globalization & globalisation means free interaction among different economies of the world.

Globalisation aims at increasing the foreign trade by removing all the hindrances.

It aims to increase the efficiency so that India can be capable to face the competition of modern age.

==x==



Question no. 8-6

Ans Two advantages of Globalisation &

i) Increase in productivity & The capital output ratio has decrease and the productivity has increase due to globalisation.

ii) Removal of inefficiency & The inefficiency of workers has also removed as the increase in open competition and due to globalisation.

==x==

Question no. 8-15

Ans Diff betⁿ Authority & responsibility

Authority

Responsibility

i) Authority can be transferred to another person.

Responsibility cannot be transferred to another.



(ii)

Authority is the power to take decision

Responsibility means to do the work

(iii)

Authority transfers from top to bottom.

It is not transferable.

(iv)

Authority is given by management.

It is not given by management