



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

परीक्षार्थी द्वारा भरा जाये ↓

24 पृष्ठीय

विशेष नोट :- सिलाई खुली हुई अथवा क्षतिग्रस्त उत्तर पुस्तिका को न तो पर्यवेक्षक वितरण करे और न ही छात्र उपयोग में ले। ऐसी उत्तर पुस्तिका में लिखे उत्तरों का मूल्यांकन नहीं किया जायेगा। परीक्षार्थी द्वारा भरा जाये ↓

परीक्षा का विषय	विषय कोड	परीक्षा का माध्यम
Business studies	उ 1 0	English
स्टीकर तीर के निशान ↓ से मिलाकर लगाये		
उत्तर पुस्तिका का सरल क्रमांक - 321 - 83866		
अंकों में परीक्षार्थी का रोल नम्बर		
2 2 1 1 3 2 8 7 4		
शब्दों में		
दो दो एक एक तीन दो आठ सात चार		

उदाहरणार्थ	1	1	2	4	3	9	5	6	8
	एक	एक	दो	चार	तीन	नौ	पाँच	छः	आठ

क - पूरक उत्तर पुस्तिकाओं की संख्या अंको में	6	शब्दों में	6
ख - परीक्षार्थी का कक्ष क्रमांक	06		
ग - परीक्षा की दिनांक	28	02	2022
परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा	हायर सेकेंडरी सर्टिफिकेट परीक्षा		
केन्द्र क्रमांक-111138	वर्ष 2022		
पर्यवेक्षक का नाम एवं हस्ताक्षर	केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर		

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जाये ↓

प्रमाणित किया जाता है कि मूल्यांकन के समय पूरक उत्तर पुस्तिकाओं की संख्या उपरोक्तनुसार सही पाई हो। क्राफ्ट स्टीकर क्षतिग्रस्त नहीं पाया गया अन्दर के पृष्ठों के अनुरूप मुख्य पृष्ठ पर अंकों की प्रविष्टि अंकों का योग सही है। निर्धारित मुद्रा : नाम, पदनाम, मोबाईल नम्बर, परीक्षक क्रमांक एवं पदाकित संस्था के नाम की मुद्रा लगाएं।	
उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा Smt. I. V. Lilhore (Lect.) V. No. 106 Govt. Exce. BETUL	परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा Madan Lal V. No. 1097 Govt. H.S.S. Shahpur Mo. 9893035998

नोट :- 'हायर सेकेंडरी परीक्षा' में केवल वाणिज्य संकाय के विषयों तथा हाईस्कूल परीक्षा में प्रायोगिक विषय को छोड़कर शेष विषयों हेतु नियमित एवं स्वाध्यायी छात्रों के लिये प्रश्न पत्र 100 अंकों का होगा किन्तु नियमित छात्रों को 100 अंक के प्राप्तांक का 80% अधिमा स्वाध्यायी छात्रों को 100 अंक के प्राप्तांक ही अंकसूची में प्रदर्शित किये जायेंगे।"

केवल परीक्षक द्वारा भरा जाये		
प्रश्न क्रमांक के सम्मुख प्राप्ताकों की प्रविष्टि करें		
प्रश्न क्रमांक	पृष्ठ क्रमांक	प्राप्तांक (अंको में)
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प्रश्न क्र.

Que → 2. Choose the correct option -

(i) (C) Group activity ✓

(ii) (B) 3 ✓

(iii) (A) Authority ✓

(iv) (C) Lower level ✓

M (v) (D) all of these ✓

P (vi) (B) Secondary market ✓

Que → 3. Fill in the blanks -

E (i) flexible / dynamic ✓

(ii) Labour ✓

(iii) changeable / variable ✓

(iv) delegation of authority ✓

(v) Selection ✓

(vi) fixed ✓

(vii) 1992 ✓



प्रश्न क्र.

Que → 3. Match the column

(i) Huge cost → (E) limitation in planning

(ii) formal organisation → (F) stability in organisation

(iii) promotion → (D) Internal source

(iv) Leadership → (A) followers

M(v) Budget → (B) forecasts

P Branding → (C) Identification of product

S one word -

E (i) objective or goal is determined in planning first of all

(ii) Each department or region is free to make decisions

(iii) ~~Internet~~ or advertisement is the modern source of recruitment

(iv) Salary is a type of monetary or financial motivation

v) Grapevine communication is informal communication

vi) Profit is the measurement of financial position of enterprise

vii) Consumer protection act was created in year 1986.



प्रश्न क्र.

Ques. True or false -

(i) False

(ii) False

(iii) False

(iv) True

M(v) False

P(vi) True

B
S

E

Answer → 6.

* Management → Management is the act of getting the work done from another person. Under management, all work done in a systematical manner for achieving the goal or target of business. Management includes planning, organisation, staffing, direction, motivation, controlling and co-ordination for achievement of business objective. Management is a continuous and universal process.



प्रश्न क्र.

Answer → 7

* The three main level of management are as follows -

1. Top level management → It includes chief executives, board of directors and managing directors for making the policies of business.

2. Middle level management → It includes head of each department or section like sales manager, finance manager, who make the plan according to policies of business

M

P

B

S

E

3. Lower level management → It includes supervisors, foreman, e.t.c who executes the work according to the plan of business.

Answer → 8

* Privatisation → When the interference of public sector in the matters of private sector is reduced, it is called privatisation. Under privatisation, private sector is allowed to run even those industries which are reserved for public sector. We can say in other words, De-nationalisation is called privatisation. Privatisation, on the one hand restricts the expansion of public sector and on the other hand, provides relief, allowance to private sector.



प्रश्न क्र.

Answer → 9

1. Business environment → The factors which give affect on business environment or which are available around the business and give impact on business are called business environment.

Business environment is of two types -

1. Internal environment → The factors which are available within the boundary or walls of organisation constitutes internal environment like policies

2. External environment → The factors which are available outside the boundary of organisation constitutes external environment like customers.

Business environment helps to avail an early opportunity and growth and management of enterprise

Answer → 10

1. Two main objectives of planning are as follows -

1. Achievement of objectives → The main object of planning is to achieve the goal or objective of business. Planning is the first function of management for achievement of business objective. It includes step by step guide towards the goal of business.

2. Maximum utilisation of resources → planning ensures maximum utilisation of resources with selection of best alternative and minimising wastage of resources.



प्रश्न क्र.

Answer → 82

* Formal organisation → Formal organisation is a group of people which is formed to achieve common goal or objective. It is an official chain from top to bottom or bottom to top level in which communication is done in a fixed sequence. The nature between the members are official and impersonal and rights and duties of people are defined. It is formed for a long period.

M

Answer → 82

P * Delegation of authority → When the rights and duties regarding any work are transferred to sub-ordinate by superior person then it is called delegation of authority. It is helpful in reducing excessive burden of top executive and increasing the moral of subordinates. According to Koontz and O'Donnell, "Authority is delegated when decision making power is vested in sub-ordinate by superior person".

B

S

E

Answer → 13

* Labelling → Labelling means putting an informative strip of paper on the product describing the details of product. We can say in other words, labelling means an informative tag or metal on product which includes description like brand, colour, size, date of manufacture, weight, contents, date of expiry of product. It is helpful in identification of product.



प्रश्न क्र. * Labelling is of four types -

1. Trade label
2. Brand label
3. Descriptive label
4. Informative label

Answer → 84

* The various level of consumer forum are as follows -

- M**
1. District forum → It includes one president and at least two members (including one woman) appointed by state government.
 - P** 2. State forum → It includes one president and at least two members (including one woman) appointed by state government.
 - B**
 - S** 3. National forum → It includes one president and at least four members (including one woman) appointed by central government.

Answer → 85

* Two rights of consumer are as follows -

1. Right to safety → A consumer has ^{the} right to be protected against hazardous or harmful goods for example, electrical appliances which do not conform to the safety of consumer, should be used carefully and (ISI mark) should be there on electrical appliances.



प्रश्न क्र.

2. Right to be Informed → A consumer has all the rights to be properly informed about the product he is going to buy so he may not fall prey to the deceit of seller. That is why it is legal framework in India to put a ~~above~~ label on the product describing about product.

Answer → Q6.

M Qualities of a good leader are as follows-

P.S. Honest and Intelligent → A good leader must be honest and intelligent to handle the difficult situations. He must be smart enough to take right decision at right time and must be patient enough to tackle unfavourable situations.

2. Communication skills → A leader must know how to communicate with his followers. He must understand their problems and try to solve them and also make them understand his points. He must communicate with them patiently.

3. Healthy and Co-operative → A leader must be fit and healthy and full of energy to influence his followers or motivate his followers towards achievement of goal and he must be co-operative with his followers and make them understand the importance of team work.



प्रश्न क्र.

Answer → 27.

* The main characteristics of controlling is as follows -

1. Managerial process → Controlling is the main function of management. It includes checking out that the work is going according to plan or not and if not then to find out the causes and introduce corrective measures to remove those errors.

M
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2. Comparative process → Controlling includes determining standards and then comparing the actual performance with the determined standard, then find out the deviation and causes for deviation and implement remedial measures to remove those deviations.

3. Related with planning → Controlling and planning both are related with each other. A successful management makes control the basis of its planning and success of controlling means success of planning and failure of controlling means failure of planning.



प्रश्न क्र.

Answer 28

* Importance of financial management is as follows
functions

1. Acquisition of funds → Financial management includes acquisition of long term funds and short term funds for fulfilling financial needs of a business enterprise from various sources.

2. Allocation of funds → Financial management helps in determining or using the funds in purchasing of fixed assets or current assets or we can say in other words, it is helpful in using the funds in fixed capital like plant and machinery and working capital like raw material.

3. Anticipation of financial needs → financial management is helpful in determining the future financial needs for enterprise and make proper provision for meeting these future financial needs.

Answer 29

* The three main characteristics of capital market are as follows

1. Regulation → Capital market is regulated or controlled by SEBI (Securities and exchange board of India) and they have liquidity to investors.



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कुल अंक

प्रश्न क्र 2

Securities → Under capital market, securities like equity share, preference share, bonds and debentures, e.t.c. are issued and securities are of low rating in this market.

3. Funds → Capital market deals with long and medium term funds. and financial institutions, banks, foreign investors participate in this market.

Answer → 20.

M

* Jayell's principal of Management are as follows-

P

B

S

E

1. Principle of division of work → According to this principle, work should be divided between different workers on the basis of talent, qualification or experience so that talent of each worker can be utilised properly.

2. Principle of discipline → According to this principle, work should be done in business according to plan and rules, because as Henry Fayol says, "Discipline is the key of success".

3. Principle of unity of command → According to this principle, orders should be given by a single person as per single plan so that work may be completed with proper co-ordination without any confusion.



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

प्रश्न क्र.

Answer - 22

* Four external sources of recruitment are as follows -

1. Advertisement → Advertisement is one of the famous ^{external} sources of recruitment. The company gives advertisement in newspapers, radio or even display board for attracting employees or applicants for a job.

M
P
B
S
E

2. Consultancy firms → Under this external source of recruitment, the company sends description about the job, qualification required, e.t.c. to these firms and the firm gives an advertisement regarding the job without showing the name of company and interested ~~applicants~~ applicants apply for job.

3. Recommendation by employees → Under this external source of recruitment, the employees of the company give recommendation to the company for appointing a person for a job like relatives, friends, e.t.c

4. Campus or gate recruitment → Under this, labourers gather at gate of a factory or hang their board on the gate and required person is selected for the job.



प्रश्न क्र.

Answer → 23

* Marketing mix → The various elements of market together are known as marketing mix.

* Various elements of marketing mix are -

1. Price mix → When different prices is offered by the firm for different types of products on the basis of size, colour, e.t.c. then it is known as price mix.

M

P

2. Product mix → When different variety of products is offered by a firm on the basis of size, brand, colour, e.t.c. according to the changing demand of customers then it is known as product mix.

B

S

E

3. Place mix → When different type of transportation facilities are used by a firm then it is known as place mix like bus, car, train, ships, aeroplane, e.t.c. for distributing the goods to consumer at right time at right place.

4. Promotion mix → When different types of promotion techniques is used by a firm to attract consumer or increase the volume sales, then it is called promotion mix like -

1. Advertisement

2. Personal selling

3. Sales promotion

4. Propaganda