



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

परीक्षार्थी द्वारा भरा जाये ↓

24 पृष्ठीय

परीक्षा का विषय	विषय कोड	परीक्षा का माध्यम
Business Studies	3 1 0	English

शीकर तीर के निशान ↓ से मिलाकर लगाये

उत्तर पुस्तिका का सरल क्रमांक - 321 - 3812099

अंकों में परीक्षार्थी का रोल नम्बर

2	2	4	4	2	8	5	6	9
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शब्दों में

दो	दो	चार	चार	दो	आठ	पाँच	छः	नौ
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नीचे दिये गये उदाहरण अनुसार रोल नम्बर भरें।

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 — शब्दों में —

ख - परीक्षार्थी का कक्ष क्रमांक 15

ग - परीक्षा की दिनांक 28 02 2022

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

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 पदांकित संस्था के नाम की मुद्रा लगाएं।

उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा

परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा

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SSIE Excellence, Katangi

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नोट :- "हयोर सेकेण्डरी 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% अधिभार स्वाध्यायी छात्रों को 100 अंक के प्राप्तांक ही अंकसूची में प्रदर्शित किये जायेंगे।"

केवल परीक्षक द्वारा भरा जाये		
प्रश्न क्रमांक के सम्मुख प्राप्तांकों की प्रविष्टि करें		
प्रश्न क्रमांक	पृष्ठ क्रमांक	प्राप्तांक (अंको में)
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अंकों में



पाना पूव पृष्ठ

पृष्ठ 2 के अंक

कुल अंक

प्रश्न क्र.

श्री शिवाय नमस्तुभ्यम्

Question - 01

1) Group activity.

3

Authority.

Lower level.

Results.

Secondary Market.

Question - 02

1) Dynamic.

2) Labour.

3) Dynamic.

4) Delegation of authority.

5) Selection.

6) fixed capital



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1992

Question - 03

	<u>'A'</u>	<u>'B'</u>
M	1) Huge cost	Limitations of planning
P	2) Formal Organisation	Stability in Organisation
B	3) Promotion	Internal source
S	4) Leadership	followers
E	5) Budget	forecasts
	6) Branding	Identification of product

Question-04

1) Objectives.

2) top managers.

3) External source.

4) financial motivation.



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5) Informal communication.

Performance.

1) 1986, 24th December.Question - 05

M

False.

P

2)

False.

B

3)

False.

S

4)

True.

E

5)

False.

6)

True.

Question - 06Answer)

In the words of Louis Allen - "Management is what a manager does."

According to Henry Fayol - "To manage is to forecast and plan, to organise, to coordinate, to command."



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and to control."

Question - 07The two main functions of management are as follows - :

- 1) Planning - : Planning is a primary function of management. Planning is a process of determining in advance what is to be done, how it is to be done, when, where and by whom it is to be done.
- 2) Organising - : Organising is an establishing of behavioural relationship among the persons, so that they may work together efficiently in a given atmosphere with a view to achieve the desired results.

Question - 08 (OR)Answer -Privatisation - :

Privatisation refers to those process by which participation of state and public sector in economic activities is to be reduced. The main aim of privatisation is to allow private sector to run and manage the industries and reduce the reser-



प्रश्न क्र.

ation made for public sector. In the other words, Implementation of policy of denationalisation is called privatisation.

Question - 09 (OR)Answer:- Business Environment :-

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Business Environment refers to the aggregate of all forces, social, economic, political, technological etc. and institutions which are external to and beyond the control of individual business undertaking and their management but which affects their functionality. In fact, Business Environment is the macro framework within which the business undertaking conduct activities.

Question - 10Answer:- Definition of Planning in the words of L.D. Stone:-

"Planning department is the heart of management, whose only work is to fulfill the necessity of working workmen in the production of different parts."



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(90) Question - 11Answer:- Formal Organisation :-

The Organisation which clearly defines activities, relationships, rights, duties and responsibilities of people/employee at each level of management, is called formal Organisation.

In the words of Louis Allen:-

Formal Organisation is the set of well defined jobs, each bearing a protective measure of authority, responsibility and accountability.

Question - 12 (OR)Ans:- Decentralisation :-

Decentralisation means wide distribution of authority throughout the organisation, so that the managers at various levels have adequate authority to take their job related decisions. An Organisation is said to be centralised when delegation of authority is more concentrated with top managers, whereas, it is decentralised when authority is widely delegated to operating managers. Delegation of authority means a systematic delegation of authority at all the levels of management.



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Question - 13 (OR)Ans: Labelling :-

Labelling gives common information through packaging for example 'name of product', 'name and address of manufacturer', 'ingredients', 'graphics', 'maximum retail price', 'warning and precautions', 'expiry date of product' etc. The function of standardisation is made perfect and known to the users through labels.

P

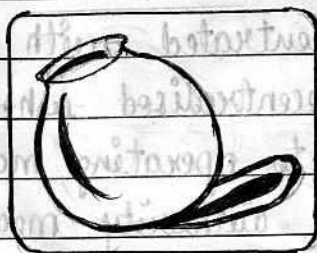
B

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E

Question - 14Ans: 'Eco-mark' scheme :-

'Eco-mark' is a voluntary labelling scheme representing / identifying environment friendly scheme. The products under this scheme are environment friendly product, i.e. free from any harm to the nature.

**ECO-MARK**



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Question - 15(OR)

The following two responsibilities should be followed by consumers:-

1) Knowledge of various goods and services:-

The consumer should ~~aware~~ be aware about the goods and services available in the market, so that an intelligent and a rational choice can be made.

2) Detailed checking:-

The consumer should ~~check~~ check the following details contained on label of the product:-

- (i) Name of product, (ii) Name and address of manufacturer, (iii) ingredients, (iv) graphics, (v) Maximum retail price, (vi) Expiry date of product and (vii) warning and precautions.

Question - 16

Ans: Principles of Direction are as under:-

1) Principles of Harmony of objectives:-

A person joins an enterprise with an object to satisfy their needs. On the other hand enterprise has its own object to achieve maximum profit.



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So, the management should try to integrate the both the objectives with appropriate direction techniques.

2) Principles of unity of action

This principle states that an employee in an organisation should receive orders from a single manager, if he receives orders from multiple persons, then this situation leads to confusion in which work is to be done on priority. For effective direction, this principle needs to be followed.

3) Principle of maximum individual contribution

According to this principle, the organisation should adopt such a policy that every individual should contribute their maximum towards the achievement of organisational goals.

Question-17

Characteristics of controlling are given as under:-

1) Prime function

Controlling is the prime function of management. As all the levels aim at achieving the



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expected results, they requires an effective control systems.

2) Continuous Activity:-

Controlling is considered as a continuous activity. It is said to be a never ending activity. It continuous till the end of the life of enterprise.

Dynamic Activity:-

As the activities of a business concern changing day-by-day, such remedial and correctives measures of control should be dynamic in nature.

Question - 18

The three functions of financial management are as under:-

1) Mobilisation of savings:-

The financial management should satisfies the needs of savers and provide them different option for investment and thus channelises funds.



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2) Facility of price discovery :-

The force of demand and supply of security work in these markets. On the basis of this facility prices of securities determines.

3) Liquidity to financial Assets :-

financial management facilitates liquidity to financial Assets when they are purchased and sold. Thus the financial Assets can be converted into cash as and when required.

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EQuestion - 19

The characteristics of capital market are as follows:-

1) Long and medium term funds :-

Capital market refers to that market which is related to long term funds. Capital market deals in long and medium term funds.

2) Securities :-

Equity shares, Preference shares, debenture and bonds etc. are traded in capital market.



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3) Risk :- Securities traded in the capital market have very high risk.

Return on investment :- Return on investment is generally high in the capital market.

Question - 20 (OR)

Principles propounded by Henry Fayol are as follows-

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1) Division of work :-

Henry Fayol has laid stress on specialisation of jobs. Henry Fayol recommended that the work of all kinds must be sub-divided and allocated to a number of persons.

2) Authority and responsibility :-

Both of these go hand in hand. One flows from and is directly the result of the other. For example, if authority is granted to a person, he should also be made responsible for this. Similarly if anybody is made responsible for any job, he should have the concerned authority. An efficient manager should follow his authority in a best possible manner and does not escape from responsibilities.



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3) Discipline :-

According to Fayol, Discipline means sincerity about the work and enterprise, should follow the orders and instructions given by superiors and to have faith in policies and plans of an enterprise.

Violation of this principle may results in disobedience of rules and regulations and bad relations with boss.

M 4) Unity of Direction for Harmony not discord :-P 4) Unity of Command and Harmony not discord :-

B According to this principle, a subordinate should receives and follows the orders of one superior.

If there are one or more superior for an employee, then it will undermine authority, endanger discipline and consequently disturb stability. This principle is necessary to avoid confusion and chaos. Violation of this principle may give rise to confusions and conflicts.

Question - 21

The characteristics of an effective planning are as under :-



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1) Goal oriented :-

Planning is very closely associated with objectives and goals of an organisation. Objectives are set in the form of plans and activities to be undertaken to achieve. Well defined goals are leads to efficiency in planning.

2) flexibility :-

It is flexible as it is based on future forecasts which is uncertain. Thus, planning must cope with changes in future conditions.

3) Continuous Process :-

Planning is a continuous process. It is said to be a never ending activity. Planning aims at, (i) exploiting business opportunities and (ii) meeting problems and improving organisational functioning. The continuity of planning is related with planning cycle. It means if a plan is formed, it is implemented and followed by another plan and so on.

4) Indicative, functional and Descriptive :-

Planning's process is indicative, functional and descriptive. It explains us how they are inter-related and what will be their collective effects.

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Question - 22 (OR)

The importance of staffing is clear from the following facts :-

1) Qualitative management :-

Open competition in selection and placement of managers ensures quality management. Further, the concern never feels any shortage of qualified staff.

2) Ensuring maximum productivity :-

Selection of most competent people provides right person on the right jobs. Thus ensuring production (maximum) with least wastage and the efficiency of workers also increase.

3) Maximum utilisation of worker's force :-

Worker's force is recruited on the basis of vacant posts for different jobs. This eliminates the chances of over employment and enables the best possible utilisation of worker's force.

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प्रश्न क्र.

4) Assuring good results:- Management appraisal assures most specific managerial results.

5) Social importance:-

Staffing has social importance too. The members of society get employment and in return their standard of living increases. The customer, also a member of society get better services.

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Question - 23

Ans: The functions of packaging are as under:-

1) Product protection:-

Packaging protects the contents of the product from damages. This type of protection require in distribution, transportation etc.

2) Product identification:-

A Product can be easily identified by its packaging for example; ponds cream in a beautiful glass jar and clo close-up in red colour can easily identified by its packaging.

3) Product use:-

Packaging of a product should be such that it should be easy to open, handle, use for consumer.



प्रश्न क्र.

1) Product promotion :-
Packaging helps in promoting product as packing of different kinds attracts customers and it also adds to the sale of product.

Convenience :-
Packing proves convenience in handling a product.

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