



# माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

24 पृष्ठीय

परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय : Business Studies विषय कोड : 310 परीक्षा का माध्यम : English Medium

परीक्षार्थी का रोल नम्बर

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एक एक दो चार तीन नौ पाच छः आठ

परीक्षार्थी द्वारा भरा जावे ↓

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष एवं पर्यवेक्षक द्वारा भरा जावे ↓

क :- पूरक उत्तर पुस्तिकाओं की संख्या अंकों में 1 शब्दों में 1

ख :- परीक्षार्थी का क्रम क्रमांक 03

ग :- परीक्षा का दिनांक 14 03 18

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

**इंग्लिश में केन्द्रीय परीक्षा 2018 केन्द्र क्रमांक 168002**

पर्यवेक्षक का नाम एवं हस्ताक्षर : Smt. I.V. Lihore

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर : [Signature]

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

प्रमाणित किया जाता है कि मूल्यांकन के समय पूरक उत्तर पुस्तिकाओं की संख्या उपरोक्तानुसार सही पाई हो। 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 : [Signature]

परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा : [Signature]

**Smt. I.V. Lihore (Lect.)**  
G. Exca. S. Betul  
Reg No. 25750  
Mob. 9479617931

**S.R. Dhurve (V. Adhy)**  
Govt. H.S.S. Khedli Bazar  
Reg No. 8277  
Mob. 9669008518

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

केवल परीक्षक द्वारा भरा जावे।

प्रश्न क्रमांक के सम्मुख प्राप्तांकों की प्रविष्टि करें।

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Ques - 1

A. (ii) External

B & (iii) Controlling

C & (iv) Loan

iv) 1992

E & (i) After Inquiry

Ques - 2

(A) Power

(B) Group leader

(C) Revolutionary change

(D) Future

(E) Selection

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Ques-3

(A) Break even analysis represent relationship between sales and expenses. It is a point where there is no profit no loss.

(B) Depression

(C) Bombay stock exchange

(D) Complaint letter

(E) Innovation

Ques-4

(A) True

(B) True

(C) True

(D) False

(E) False

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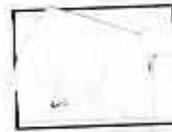
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Ques - 5

(A) Profit → Measuring rod of strong position of an enterprise

(B) Primary Market → New Issues

(C) Dunning letter → Seller

(D) Planning Process → Selection of an alternative

(E) Administrative work → Finance work

B  
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B  
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Ques - 6

Advantages of Globalisation:

1. Increase in efficiency → Globalisation helps in increasing efficiency by providing a number of new techniques.

2. Develop banking sector → Globalisation has opened doors of new opportunities which are improving the Indian banking sector.

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Ques - 7

Liberalisation → Liberalization means removing unnecessary trade restrictions. It refers to that process where in the Government of a Nation restrictions regarding tariff, quota, control, licencing and other obstacles is removed.

Ques → 8

Characteristics of business Environment:

1. Achievement of objects → The factors of business environment affects the activities. Business environment motivates such activities which are directed towards the achievement of objects.
2. Related with human → Business and its environment affects the humans. Hence it is directly related to individuals i.e. persons.

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### Ques-9

(7) Advantages of advertisement in newspapers -

1. Increase sale → The main importance of advertisement in newspapers is increase in sale. It is the best method of covering large number of people.

Knowledge of product → By providing advertisement in newspapers the producers or sellers can make people aware about the product and attract them as well.

### Ques-10

A person shall be termed as a consumer if:

1. He buys goods or hires services for consideration.

2. He uses the product with the approval of the buyer.

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Ques - 11 (Or)

1. Economy in production → The main importance of management is that it helps in maximum utilization of resources and results in production at a lower cost.

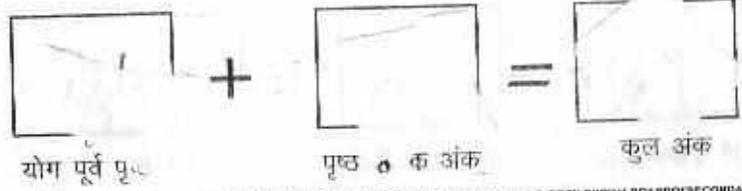
2. Solving labour problems → Labour is an important class of the society. Management helps to solve labour problems efficiently.

3. To face cut throat competition → The other important function of management is that it helps the organisation in facing competition through effective performance.

Ques - 12

Difference between

Administration & Management



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	<u>Basis</u>	<u>Management</u>	<u>Administration</u>
1.	Role	It is the soul of institution	It is the brain of institution
2.	Effected by whom	It is affected by human force	It is affected by external factors
	Policy	It implements the policies	It prepares the policies.

Ques - 13 (OR)

Nature of Principles of Management:

1. Management is a group → Without the word group discussion of management is senseless. <sup>because</sup> Management is a group of five or more than five people.
2. Management is purposeful → Management is always purposeful. To achieve different objectives different activities are performed by the

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management.

3. Management is related to humans → Management is directly related to human. 2. Appley said, "Management is development of people and not direction of things."

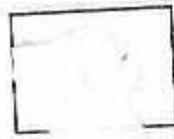
Ques-14 (Or)

Basis	Time Study	Motion Study
Time	Time study is done at first	Motion study is done after time study
Instrument	Stopwatch is used in time study	Camera is used in motion study
Study	It is done to study the time taken by labours	It is done to study the time take the work done by labours.

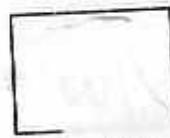
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Ques - 15

	<u>Basis</u>	<u>Line Organisation</u>	<u>Staff Organisation</u>
	Form	It is in the form of straight line	It is not in the form of straight line
<b>B</b>	Decision making	Decisions are easily taken in this organisation	Decision are taken after discussions here
<b>S</b>			
<b>E</b>	Flow of authority	Flow of authority is linear	Flow of authority is not linear
	Chain of Command	It follows chain of command	It may or may not follow chain of command.

Ques - 16 (OR)

Importance of Decentralisation are :



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1. Quick decision  $\rightarrow$  As the workload of the managers is reduced at top level. Hence they are free to take decisions which are speedy in nature.

2. Reduces burden of managers  $\rightarrow$  The main importance of decentralisation is that it reduces the workload of manager as they allot their work to subordinates.

3. Motivates subordinates  $\rightarrow$  The managers along with allotting the work to subordinates gives them authority to take decisions independently. This motivates them.

4. To Face Competition  $\rightarrow$  A person can face competition only when he can take and implement decisions. Thus, decentralization helps in facing competition by implementing policies.

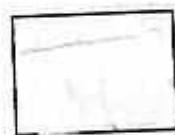
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Qualities of a good leader



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1. Intelligent → A leader should be intelligent enough to find out the problems and suggest their solution. It is the most important quality.

2. Self confidence → A leader should have strong will power and self confidence to lead the followers and to take decisions in extreme situations.

3. Honest → A leader should work honestly because if he is not working honestly the followers will not follow him.

4. Attractive personality → A leader should have attractive personality. His work and behaviour should attract subordinates.

Pages - 18 (OR)

Difference between

Formal & Informal Communication



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<u>Basis</u>	<u>Formal Communication</u>	<u>Informal Communication</u>
1. Reliabl	This communication is reliable.	This communication is not reliable.
2. Time	It is slow communication.	It <del>is</del> is fast communication.
3. Authentic	Messages are authentic.	Messages are not authentic.
4. Rumours	It does not lead to rumours.	It <del>is</del> often lead to rumours.

### Ques - 19

Factors affecting Working Capital :-

1. Nature of industry → The requirement of working capital is affected by the nature of industry. When there is need of stock, B/R Bills receivable, etc then the working capital requirement increases.

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2. Nature of Production → Nature of production also affects the working capital requirement whether it is capital based or labour based.

3. Scope of business → If a business is only a buyer or a seller than less capital is required but if it both than more capital is required.

4. Attitude of management → If the manager wants to enter the market as a major producer then working capital will be required in great sum. thus, need of capital arises.

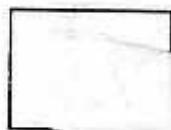
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The problems of consumers are as follows :

1. Adulteration → The sellers for increasing the quantity of product mixes harmful substance substances to the product. It make the product dangerous to health of consumers.

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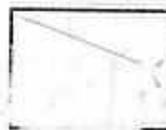
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2. Over Charging → The sellers sell goods at a price higher than its manufacturing price. In this way they exploit the consumer.

3. Misleading Advertisements → Through advertisement seller provides various ~~imp~~ information about the product. They try to influence the consumer by making false claims.

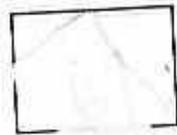
4. Defective measurement → This is most widely used by sellers.

The seller fool consumers about the quantity of product by using unfair practices and take excess money for from them.

Ques - 22 ~~for~~ →

The <sup>characteristics</sup> ~~Components~~ of a <sup>good</sup> planning are:

1. Simplicity → A good plan should be such which has no complications and is easily understandable to all. It should not be complex but simple.



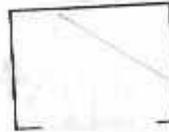
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2. Flexible → A plan should be flexible. It should have scope for changes as per the requirement.

3. Foreign

3. Foresightedness → A plan should be made keeping in view future needs and requirement. It should be based on accurate assumptions.

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4. Effective → A plan should be effective. Without effectiveness a plan cannot succeed in fulfilling the objective of organisation.

5. Objectivity → A plan should contain <sup>activities</sup> objectives that are directed towards the achievement of objectives of the organisation.

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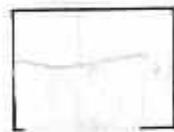
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Ques - 29 (OR)

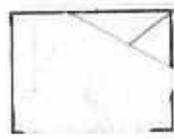
The need of training are :

1. Increase in productivity → Training helps in increasing the efficiency and effectiveness of the employee due to which the wastage is minimized and production increases.
2. Lesser accidents → When the employee <sup>about</sup> receives training he gets to know the working and process it helps in minimizing the accidents.
3. Proper use of machines → In training, employees are taught the proper way of using machines which helps in increasing their skills and also benefits the organisation.
4. Motivate workers → Training refers to the process of increasing the moral of employees. It increases the working capacity of employees and motivate them as well.



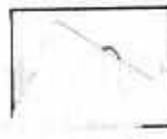
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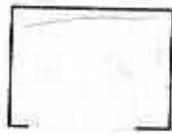
5. Quality goods → It is obvious, that if the work of production of goods is done by a trained worker better quality goods will be produced. Hence, training is helpful in increasing the quality of product.

Pages - 24

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Elements of Effective Control System:

1. Suitability → An effective control system should be in accordance to the nature and needs of the plan. It should add to the progress of organisation.
2. Simple structure → An effective control system should have simple structure which should have no complications and is easily understandable.
3. Flexible → A good control system should be flexible. It should have scope for change as per the changing requirements.



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4. Objectivity → The objects of the control system should be clearly defined and the control system should work for the achievement of these objectives.

5. Activity → The activities of a good control system should be directed towards the achievement of its goal. It should bring the actual results and desired results closer together.

Ques - 25

Basis	<u>Primary Market</u>	<u>Secondary Market</u>
1. Nature of Securities	Primary market deals with new issue of securities	Secondary market deals with buying and selling of existing securities
2. Capital formation	It directly promotes capital formation	It does not directly promote capital formation
3. Fixed location	There is no fixed location of this market	Secondary market is located on a specific place



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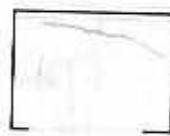
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3. Clarity → A letter should be rewritten in such a manner that the reader feels no difficulty in understanding what is meant. A clear and plain style attracts the reader.

4. Complete → A letter should be complete in all aspects. Brevity is essential but not at the cost of completeness. Half cooked matters annoys the reader. Enclosures, if any, should be properly attached.

5. Convincing → The language and subject matter should be such that the reader is convinced after reading it. It ~~is~~ should be original and not artificial. In this context, Shri Frally, has said, "Relax - 'Be natural' - Just T-A-L-K"

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Factors affecting the price determination :

(1) Market forces → The management determines the prices of commodities after studying and observing the market situations of market. If the market is

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running in loss then prices have to be low.

(2) Nature of customers → Another factor affecting the price of determination is the nature of customers. So, the prices are determined keeping in mind the nature of consumers.

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(3) Age of business → If the business is old it can decide standard prices as it has many permanent customers but if a business is new it has to set reasonable prices for attracting new customers.

(4) Goodwill & Economic Condition → The goodwill and economic conditions of a business also affect its price determination. If the economic condition of business is good it can face competition by lowering the prices but if the economic condition is bad it will have to compromise with the current prices and profits.