




# माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

परीक्षार्थी द्वारा भरा जायें ↓

24 पृष्ठीय

विशेष नोट :- सिलाई खुली हुई अथवा क्षतिग्रस्त उत्तर पुस्तिका को न तो पर्यवेक्षक वितरण करें और न ही छात्र उपयोग में ले। ऐसी उत्तर पुस्तिका में लिखे उत्तरों का मूल्यांकन नहीं किया जायेगा।  
परीक्षार्थी द्वारा भरा जायें ↓  
केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष एवं पर्यवेक्षक द्वारा भरा जायें ↓  
परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जायें ↓

परीक्षा का विषय	विषय कोड	परीक्षा का माध्यम									
Business Studies	3 1 0	English									
स्टीकर तीर के निशान ↓ से मिलाकर लगायें											
											
उत्तर पुस्तिका का सरल क्रमांक - 321 - 2207652											
अंकों में परीक्षार्थी का रोल नम्बर											
<table border="1"> <tr> <td>2</td><td>2</td><td>5</td><td>4</td><td>3</td><td>4</td><td>3</td><td>3</td><td>1</td> </tr> </table>			2	2	5	4	3	4	3	3	1
2	2	5	4	3	4	3	3	1			
शब्दों में											
<table border="1"> <tr> <td>Two</td><td>Two</td><td>Five</td><td>Four</td><td>Three</td><td>Four</td><td>Three</td><td>Three</td><td>One</td> </tr> </table>			Two	Two	Five	Four	Three	Four	Three	Three	One
Two	Two	Five	Four	Three	Four	Three	Three	One			

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

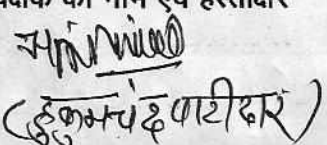

ख - परीक्षार्थी का कक्ष क्रमांक

ग - परीक्षा की दिनांक

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

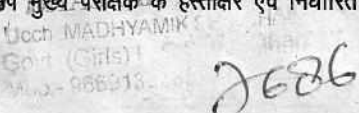
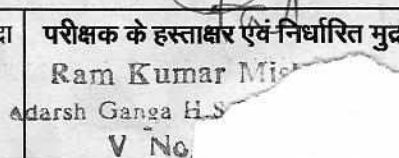
हायर सेकण्डरी परीक्षा

शाला कोड 541125

पर्यवेक्षक का नाम एवं हस्ताक्षर	केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर
	

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जायें ↓

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
	

नोट :- "हायर सेकण्डरी परीक्षा में केवल वाणिज्य संकाय के विषयों 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 एवं स्वाध्यायी छात्रों को 100 अंक के प्राप्तांक ही अंकसूची में प्रदर्शित किये जायेंगे।"

केवल परीक्षक द्वारा भरा जायें		
प्रश्न क्रमांक	पृष्ठ	प्राप्तांक (अंको में)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		
28		

Label ST-16 A4



प्रश्न क्र.

Question No. 1

Group Activity.

3.

Authority.

Lower level.

Results.

Secondary Market.

Question No. 2

Dynamic.

Labour.

Changeable.

Delegation of Authority.

Selection.

Fixed.

1992.



प्रश्न क्र.

Question No. 3

"A"

- (i) Huge Cost
- (ii) Formal Organisation
- (iii) Promotion
- (iv) Leadership
- (v) Budget
- (vi) Branding

"B"

- Limitation of Planning  
Stability in Organisation  
Internal Source.  
Followers.  
Forecasts.  
Identification of Product

Question No. 4

- (i) Objectives is determined in planning first of all.
- (ii) Managers of the Prospective area are authorised to take decisions
- (iii) Internet is the modern source of recruitment.
- (iv) Monetary Motivation.
- (v) Informal Communication.
- (vi) Profit is the measurement of a financial position of an enterprises.
- (vii) The Consumer Protection Act was created on 24<sup>th</sup> December 1986.



प्रश्न क्र.

Question No. 5

(i) False

(ii) False

(iii) False

(iv) True

(v) False

(vi) True

Question No. 6

**Ans:** - Management :- Management is an activity which is necessary where there is a group of people working in an organisation towards a common goal. It is a process of planning, organising, directing and controlling organisation's activities effectively and efficiently. Thus, management is a process of managing men tactfully in an organisation.

"Management is the development of people and not the direction of things."  
Lawrence. A. Appley.



### Question No. 7

Ans:- Management is defined as a process of getting things done with the aim of achieving organisational goals effectively and efficiently. The two main functions of management are:-

1) Planning :- Planning is deciding in advance what to do, how to do, when to do and for whom to do. It bridges the gap between the present and future positions where the organisation wants to reach. It cannot prevent problems but can reduce their negative consequences.

2) Organising :- Organising is the process of assigning duties, grouping activities, allocating resources and establishing authority-responsibility relationship among them. The process of organising result in the creation of an organisation structure. It also creates the structure of duties and responsibilities also.

### Question No. 8

Ans:- Business Environment :- Business environment consist of all those factors which affects the functionality of an enterprise. The two characteristics of business environment are:-



प्रश्न क्र.

- (i) Totality of External Forces: - Business environment is aggregative in nature because it is the sum total of all the forces such as social, political, legal, environmental and technological.
- (ii) Specific and General Forces: - Business environment includes both the general and specific forces. General forces are - social, political, technological, economical and legal. Specific forces are customers, other suppliers, competitors, investors etc.
- (iii) Relativity: - Business environment is relative in nature because it differs from place to place. For example the demand for sarees is quite high in India but have no scope in the foreign countries.

### Question No. 9 "or"

Ans: - Business Environment: - Business environment is the sum total of all the factors such as social, political, technological, ~~env~~ economical, legal which are outside of the firm and beyond the control of and an individual enterprises but affects their functionality. In other words business environment is the macro framework within which business undertaking conduct activities.

It consist of social, political, technological environment etc. & such as change in technology or change in government policies etc.

"Business environment includes all those factors which are outside of the firm and creates opportunities and threats. Social, political, economical, and technological factors are included in it.  
- William, Grueck and Tomick.

### Question No. 10

**M**  
**P**  
**B** **Ans:** Planning :- Planning is deciding about the future course of actions to achieve desired objectives. Doing things without planning is just wastage of resources and money. Modern business environment is so complex, so doing things without planning is just jumping into the dark. Even small businesses has some planning. It lay down the base for all other functions of management. It is a mental exercise that requires imagination, creativity, sound judgement, and higher thinking skills. Planning answers the questions where we are, where we want to go? and how do we reach?

"Planning is deciding in advance what to do, how to do it, when to do it and for whom to do it"  
Koontz and O'Donnell."



### Question No. 11

Ans: Formal Organisation :- The Organisation Structure which clearly defines the rights, duties, responsibilities and powers of people at each level of management to accomplish desired goals is called formal Organisation. In formal Organisation, each individual is aware of his responsibility, authority and accountability. It is framed by the management to achieve desired goals.

The formal Organisation is a system of well-defined jobs each bearing a definite measure of authority, responsibility and accountability.

According to Chester I. Bernard "An Organisation is said to be formal when the activities of two or more persons are consciously coordinated towards a given objective".

### Question No. 12

Ans: Delegation of Authority :- Delegation of Authority means granting authority or entrusting responsibility from senior to sub-ordinates to accomplish a particular goal. It creates delegation or accountability or obligation for those who are accepting





प्रश्न क्र.

delegation to carry out a specific work. No manager can himself perform all the work assigned. He get the work done from his subordinates. He must share a part of work and authority with subordinates. The process by which a manager shares some of his work and authority with his subordinates is called Delegation of Authority.

According to F. G. Moore "Delegation of Authority means assigning work to others and giving them authority to do it".

### Question No. 13

Ans: Branding :- A brand is a name, term, symbol, design or combination of them which is used to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors.

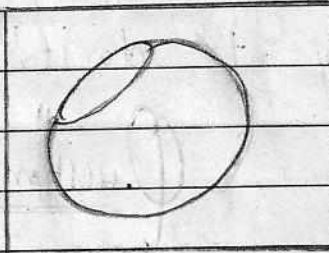
Thus, branding is not only done for identifying the seller or producer but also for making the product different from the other competitors presented in the market. A brand name is not registered under any specific law. But if gets registered it becomes a trademark. A Brand name can be used by several manufacturers or sellers, it means anyone can do the copy of brand name.



प्रश्न क्र.

Question No. 14 "Or"

Ans:- Eco-mark :- Eco-mark is a symbol or sign which is used to signify that the given product is eco-friendly. It means the product does not cause any harmful effect to the environment. If this mark is made on any product it shows the reliability of the product as a natural and without any artificial negative effects. The mark is shown as:

Question No. 15

Ans:- Consumer :- A person who receives a product or service in exchange of money is called as consumer but if a person buys the product for commercial purposes will not be counted as a consumer. The following are the rights provided to the consumers:-

- Rights of Consumer :-
- (1) Right to Safety
  - (2) Right to Information
  - (3) Right to Choose.
  - (4) Right to Seek redressal.



प्रश्न क्र.

- (5) Right to education  
(6) Right to file a complaint.

(1) Right to Safety :- This right ensures that a consumer should be protected against the marketing of such products which cause a harm to his health and life.

(2) Right to information :- A consumer has the right to get true and complete information about the quality, quantity, price, expiry date of the product, which he intends to buy.

(3) Right to Choose :- A consumer has the freedom to choose the product according to his choice.

Right to education :- A consumer has the right to have knowledge about the various rights and legislations. Proper relief provided by legislation to protect their interest.

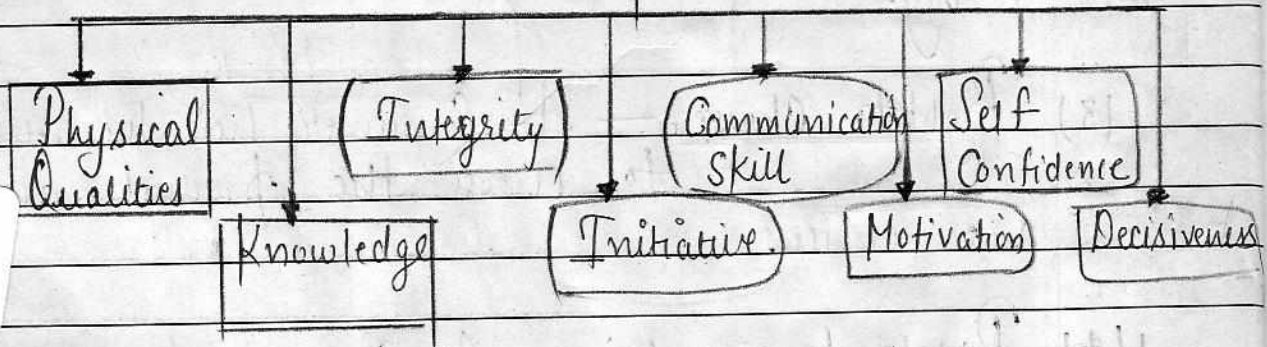


प्रश्न क्र.

Question No. 16. "or"

Ans:- Leadership :- Leadership is process to influence the behaviour of people by making them strive voluntarily towards the achievement of organisational goals. "Leadership is an activity for stimulating people to contribute by making them strive willingly for mutual objectives." Certain traits or qualities possessed by a good leader are:-

Qualities of a Good Leader



(1) Physical Qualities :- A good leader must have a good health, height, weight and endurance. Health and appearance will help him to work hard and inspire others to do so.

(2) Knowledge :- A good leader must have required knowledge and competence so it can influence others.

श्न क्र.

(3) Integrity :- A good leader must have a high level of integrity and honesty so it can be a role model to others.

(4) Communication :- A good leader must have communication skill so he can clearly explain his views to others. He should not only be a good communicator but also a good speaker, listener, teacher, and counsellor.

M  
P  
B  
S (5) Motivation :- A good leader should understand the needs of his employees and motivates them and their performance.

(6) Initiative :- A good leader must have courage and initiative to do things in his own, rather than waiting for someone to do it first.

(7) Decisiveness :- A good leader should be decisive in the sense that once he has taken a decision he should be firm on it.

(8) Self Confidence :- A good leader must have high level of confidence. He must not lose confidence in the most difficult times.



प्रश्न क्र.

Question No. 17

Ans - Controlling:- Controlling refers to the process of measuring performance according to the standard. It measures deviation and take corrective actions to achieve predetermined goals.

Controlling can be defined as a process of taking steps to bring the actual result and desired result closer together.

M  
P  
B  
S  
EFeatures of Controlling

Goal Oriented

Takes place at every level

Continuous process

Forward as well as backward looking

(1) Goal Oriented:- Controlling ensures that organisation's resources are used effectively and efficiently for the achievement of organisational goals. Thus, it is a goal-oriented process.

Take place at every place:- The controlling function is performed by the managers of every level - top level, middle level, lower level. It is equally required in



प्रश्न क्र.

club, hospital, government school, Thus it is regarded as a pervasive function.

(3) Continuous process:- Controlling should not be misunderstood as the last function of management. By analysing deviation and taking corrective activities controlling helps to bring the management cycle back to planning. Thus it is a continuous process.

M  
P  
B  
S  
E  
(4) Forward as well as Backward Looking:- Controlling is the backward looking process because it is like the postmortem of past activities. It is a forward looking process because it helps to improve future results by taking corrective actions.

Question No. 18 "Or"

Ans:- Financial Management:- Financial management is that part of general management which is concerned with the finance function of management. Management of finance includes finance activities such as acquisition and utilisation of funds, forecasting the financial needs, allocating the resources etc. The importance of financial can be understood by the fact that almost every item of financial statements are affected by them. Following



प्रश्न क्र.

- are the importance of Financial Management
- (1) The Size and the Composition of Fixed Assets
  - (2) Quantum of Current Assets
  - (3) Raising Funds from Short-term and Long-term funds
  - (4) Breaking of Long-term funds into debt and equity
  - (5) Impact on Profit and Loss Statement.

**M I S E**

(1) Size of and Composition of Fixed Assets:— It is the Capital budgeting decision which decides the amount required to be invested in the fixed assets. Larger the size of the business more will be the requirement of fixed Assets.

For exp example :- Investment of ₹ 500 crosses in fixed assets would raise the size of fixed assets but the amount is blocked by this investment.

(2) Quantum of Current Assets:— With the increase in the investment in the fixed assets there is a commensurate increase in the working capital requirement. The quantum of current assets is also the comes under the financial management decisions.





प्रश्न क्र.

(3) Raising Long-term and Short-term Funds:- Financial Management involves decision of raising Long-term and Short-term funds. If an Enterprise wants to have more liquidity, then he can raise more amount from long-term funds.

(4) Impact on Profit & Loss Statement:- It is the Capital budgeting decision, investment in the fixed assets affects the P&L Statement i.e. more debt requires more interest payment.

### Question No. 99 "or"

Q.1:- Financial Market:- Financial Market is a market for creation and exchange of financial assets. (Shares, Debentures, bonds etc.)

Functions of financial Market:- Following are the functions of financial Market:-

- (1) Mobilisation of Savings and Channelising them into the most productive uses.
- (2) Facilitates price discovery
- (3) Facilitates Liquidity
- (4) Reduction in cost of transactions.

( ) Mobilisation of Savings and Channelising them into the most productive uses:- financial



प्रश्न क्र.

market facilitates the flow of savings from the saver to the borrower. It helps in mobilising the savings of the public into the most productive use.

M  
P  
B  
S  
E

(1) **Facilitates Price Mechanism:**— The household sector usually represents the supply of funds and the business enterprises represents demand of funds. The intersection of demand and supply forces helps in deciding the price of securities, being traded in the financial market.

(3)

**Facilitates Liquidity:**— Financial Market provides easy purchase and sell of securities. The investors can sell their securities whenever required, it means they can convert their securities into hard cash.

Question No. 20 'Or'

Ans: - Principles of Management: - Management principles are the statements of fundamental & truths, which serves as a guidelines for the decision and actions of the managers. Fayol is known as the Father of Scientific Management. Following are the Fayol's principles of Management:-

**M** Fayol's Principles of Management:-

- P** (1) Principle of Division of Work.  
**B** (2) Principle of Authority and Responsibility  
**S** (3) Principle of Discipline  
**E** (4) Principle of Unity of Command.  
(5) Principle of Scalar Chain  
(6) Principle of Order  
(7) Principle of Equity  
(8) Principle of Esprit de Corps  
(9) Principle of Initiative

(1) Division of Work: - Fayol advocated division of work. According to him, if work is divided into small tasks and assigned to trained specialists then it will help him to attain specialisation. The intent of division of work is to produce more and more with the same human effort. Because of this principle the organisation



प्रश्न क्र.

get divided into various departments, divisions, levels etc.

(2) Authority and Responsibility:- The term authority refers to right to give orders and hence command subordination. On the other hand responsibility means the obligation to achieve the complete the assigned task.

According to Fayol, there should be equality in the authority and responsibility.

Excess of authority without adequate responsibility may lead to misuse of authority. On the other hand Excess of responsibility over authority may lead to failure of organisational goals.

There should be parity between them.

(3) Discipline:- It means Sincerity and Obedience towards the Organisation rules and regulations which help in the smooth running of an enterprises. Fair agreement, good supervision at all level, judicious application of penalties helps in establishing discipline.

It means discipline on the part of the workers as well as the managers.



प्रश्न क्र.

(4) Principle of Unity of Command:— According to Fayol, in a formal Organisation each participant should receive order from one Superior and is answer to one Superior only. If he receives order from more than one Superior then principle of unity of command is violated and it will result in confusion and chaos. It can be avoided if there is a complete coordination between different departments and individuals.

M

P

B

S

E

(5) Principle of Order:— According to Fayol, there should be orderly arrangement for men, material in an organisation which means there should be properly place for everything and everyone in the Organisation. A place for everything is called material order and a place for everyone called social order which ensures that there is no hindrance in the activity going in the organisation.



प्रश्न क्र.

Question No. 21 "or"

Ans: - Planning :- Planning means deciding in advance about the future course of action to attain the desired objectives. Planning answers the questions where we are, where we want to go and how to do we reach there. Following are the steps in the planning process :-

- M** (1) Setting up objectives.  
**P** (2) Developing premises  
**B** (3) Identifying alternative courses of action  
**S** (4) Evaluating an alternative  
**S** (5) Selecting an alternative  
**E** (6) Implementation of plan  
**E** (7) Follow-up Action.

(1) Setting Up Objectives :- Every Organisation operates to achieve certain objectives. Objectives defines what the organisation wants to achieve. Thus the first step in planning defines and describes the objectives for the Organisation as well as for its department. Once the objectives are decided it should be communicated to different departments and units.



प्रश्न क्र.

(2) Developing Premises - Planning is based on the future which is uncertain so every manager makes conjecture what might happen in the future.

Therefore the manager is required to make certain assumption about the future. These assumptions are known as premises. Premises are the base upon which the plans are drawn.

M  
P  
B  
S  
E  
(3) Identifying alternative Course of Action :- Once the objective and Planning premises are developed, a manager has to identify various alternative so that the organisational goals are achieved. These alternative can be defined for routine work. If the project is an important one more should be identified.

(4) Evaluating Alternatives :- The next step is to weight the pros and cons of each alternative. It is necessary to identify the positive and negative consequences of an alternative in the light of the objectives to be achieved. This might involve a number of calculations.

(5) Selecting an Alternative :- This is the real point of decision making. The best plan has to be adopted. An ideal plan is the one which is most profitable, feasible



प्रश्न क्र.

and has best negative consequences.

(6) Implementation of Plans :- This step is concerned with putting the plan into action and doing what is required. A manager starts communicating the plan to the employees and initiates them to carry out activities as necessary for the implementation of the plans.

M  
P  
E  
S  
E

(7) Follow-Up-Action :- Planning is a continuous process so the manager keeps on following the action to see whether the activities are performed as per the schedule or not.

Question No. 22 or

Ans: - Staffing :- After planning and organising the next phase of management is to fill the various job positions provided in the organisation. This is known as Management of Staffing function. Staffing can be defined as the process of hiring and developing the required personnel in the organisation.

Efficient staff can help you to attain number one position in the market and inefficient staff will bring you





माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल  
परीक्षार्थी द्वारा भरा जायें ↓

4 पृष्ठीय

2022

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

परीक्षा का दिनांक 28 02 22

स्टीकर नीचे के निशान ↓ से मिलाकर लगायें

माध्यमिक शिक्षा मण्डल, म.प्र., भोपाल, माध्यमिक शिक्षा मण्डल, म.प्र., भोपाल  
BC SECONDARY EDUCATION BOARD, MADHYAPRADESH, BHOPAL

मुख्य उत्तर पुस्तिका का क्रमांक - 121 - 2717005

परीक्षार्थी का रोल नम्बर

2	2	5	4	3	4	3	3	1
---	---	---	---	---	---	---	---	---

BC SECONDARY EDUCATION BOARD, MADHYAPRADESH, BHOPAL

परीक्षार्थी द्वारा भरा जायें →

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

हायर सेकण्डरी परीक्षा

शाला कोड  
54 1125

पर्यवेक्षक का नाम एवं हस्ताक्षर

Randori  
श्रीमती कोमल मंडलोई

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर

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

प्रश्न क्र.

down in the market. The performance of an organisation depends on the performance of its employees. Following are the importance of Staffing Process:-

M  
P  
B  
S  
E

- (1) Filling the Vacant Job Position
- (2) Placing Right person at the right job.
- (3) Growth of the enterprises
- (4) Optimum Utilisation of Resources
- (5) Helps in Competing.

(1) Filling the Vacant Job Position:- Staffing help in fulfilling the various positions in the organisation. There will be no use of vacant position until and unless there are occupied by the employees. And it is through the Staffing function the employees



प्रश्न क्र.

are selected for various jobs.

(2) **Placing Right Person at the right Job:** Staffing ensures higher performance by placing right person at the right job. Employees are given a place according to their qualification.

(3) **Growth of Enterprises:** By appointing efficient staff, staffing helps in the continuous growth and survival of the enterprises. The Organisation grows with the effort of employees only.

(4) **Optimum Utilisation of Resources:** By Manpower planning and job analysis we come to know about the number and type of human resource required in the Organisation. It helps in avoiding overmanning and underutilisation of resources.

(5) **Helps in Competing:** Two Organisations having the same type of physical and financial resources can easily compete with each other but what makes the organisation to win over the other is efficient staff.



### Question No. 243

Ans: - Marketing Mix :- Marketing Mix is a combination of four elements product, price, place and promotion.

Marketing mix refers to the various tools and ingredients which the marketer mixes in order to interact with the particular market.

**M** Elements of Marketing Mix:-

**P** (1) Product Mix

**B** (2) Price

**S** (3) Place

**E** (4) Promotion

(1) Product Mix :- Product refers to the various goods and services and anything of a value which is offered to the market to sale. It is a mixture of tangible and intangible attributes which is capable of being exchange for a value.

The product means bundle of utilities consisting of various product features and accompanying services. The product mix is a very important because it decides about quality, design, branding, packaging and labelling of a product.



प्रश्न क्र.

(2) Price Mix :- Price means determining the price of a product. Price refers to the amount which a consumer has to pay to obtain the product in the market. The manager has to take various decisions about price strategies, price objective, price policies which is known as price mix.

(3) Place Mix :- Place or Physical distribution refers to all those activities which involves physical movement of goods from manufacturer to the seller. There are two major decisions:-  
(i) Decision of Channel of distribution  
(ii) Process of transportation of product from where it is produced to its consumption place.

(4) Promotion Mix :- Promotion mix includes advertisement, sales promotion, personal selling or other selling tools. Promotion selling consisting of all those activities which are concerned with informing the consumer about the product and persuading him to buy the product. It consist of all those activities which is being concerned with creating the interest of the customer in the product.

M  
P  
B  
S  
E