



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

32 पृष्ठ 7-023

परीक्षार्थी द्वारा भरा जावे ↓

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परीक्षार्थी द्वारा भरा जावे ↓

केंद्राध्यक्ष/सहायक केंद्राध्यक्ष एवं पर्यवेक्षक द्वारा भरा जावे ↓

प्रश्न पत्र का सेट **A**

क - परीक्षार्थी का कक्ष क्रमांक **08**

ख - परीक्षा का दिनांक **18 03 2023**

परीक्षा का नाम एवं परीक्षा केंद्र क्रमांक की मुद्रा **C.No.-442199**

HSSC EXAM

पर्यवेक्षक का नाम एवं हस्ताक्षर : **Durgabai Thamm**

केंद्राध्यक्ष/सहायक केंद्राध्यक्ष के हस्ताक्षर

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

प्रमाणित किया जाता है कि होलो क्राफ्ट स्टीकर क्षतिग्रस्त नहीं पाया गया तथा अन्दर के पृष्ठों के अनुरूप मुख्य पृष्ठ पर अकों की प्रविष्टि एवं अकों 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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श्वेता जैन
उच्च. मा. शिक्षक
शा. उ. मा. वि. मोराजी, सागर

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

केवल परीक्षक द्वारा भरा जावे		
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योग पूर्व पृष्ठ

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Answer of Question = 1
Correct Option

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(i) (b) Human Resources

(ii) (c) Lower Level

(iii) (b) Universally Applicable

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(iv) (c) F.W. Taylor

(v) (d) Economic Environment

(vi) (d) Uncertainty

Answer of Question = 2
Fill in the blanks

(i) Primary

(ii) Formal

(iii) Training

(iv) Followers

(v) Planning

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(vi) Negative

(vii) Internal

Answer of Question = 3.
Match the columns

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B (i) Job Rotation

(4) Training technique

S (ii) Rumours

(5) Informal organization

E (iii) Graphical network

(1) Informal communication

(iv) Capital structure

(6) Financial management

(v) Working capital

(2) Current assets

(vi) Debentures

(3) Borrowed funds

Answer of Question = 4.

Answer in one word/ sentence

(i) Selection is complex or multi-step process

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(ii) "Establishment of standard" is the first step in controlling.



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(iii) ~~Fixed Assets.~~

(iv) ~~Stock Exchange.~~

(v) ~~SEBI (Security and Exchange Board of India)~~

(vi) ~~Industrial Product.~~

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(vii) 1986.

Answer of Question = 5
True/False

(i) True

(ii) False

(iii) False

(iv) True

(v) False

(vi) True



Answer of Question = 6

Characteristics of Management

Ans 6 "Management is the art of getting things done by others"

Two characteristics of Management are as follows :-

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1) Activity = Management is considered as group activity.

It is not related as an individual effort.

It ensures co-ordination among various groups of people for achieving objectives of business.

2) Intangible Force = Management is an intangible force, its presence is evidenced by the result of its efforts like orderliness, adequate work output etc.

Answer of Question = 7 Functions of Top Level Management

Ans 7 Top level Management is considered as



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the most important level.

Two functions of Top level Management are :-

1) Determining Objectives = Top level management determines specific and general objectives of business.

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2) To Determine Policies = Top level management is concerned with forming policies for organisation for achieving objectives.

Answer of Question = 8
Characteristics of Business Environment

Ans. 8

"Business environment is macro framework within which business undertaking operates."

Two characteristics of Business Environment are :-

1) Total of External Sources = Business environment



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is sum total of external sources e. political, economical, technological, social environment etc.

- 2) Relativity = Business Environment is a relative concept. It differ from country-to-country and even from region to region.

Answer of Question = 9 (04)

Legal Environment

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ANS 9

Meaning = Legal environment refers to the broad characteristics of legislation within which business undertaking functions.

Business organisation has to strictly follow rules and laws enacted by State Government and Central Government. Laws like Consumer Protection Act 1986, Essential Commodity Act 1955 etc. are implemented for the protection of consumers and businessmen have to follow them.



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Answer of Question = 10/04)

Planning is an Intellectual Process

Ans. 10

Planning is regarded as an intellectual process because it requires application of sound judgement, mind and imagination. It underlines -

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"THINKING BEFORE DOING"

It requires systematic and logical thinking based on the analysis of facts and figures.

Answer of Question = 11

Importance of Organisation

Ans 11

"Organisation is a means of translating 'Plans into Action'"

Two Importance of Organisation are as follows :-

- 1) Specialisation in Work = Organisation involves assignment of work to the right person and it helps in bringing specialisation in work.

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- 2) Smooth Communication = ~~smooth communication~~ is a core of organisation. Organisation establishes authority and responsibility relationship. Everyone knows to whom he is accountable.

Answer of Question = 12

Advantages of Formal Organisation

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E ^{Ans-12} "Formal organisation is a system of co-ordinated activities of group of people working toward common goal under authority and leadership."

- Scott

Two Advantages of formal organisation are:-

- 1) The authority, responsibility, duties are clearly defined, ^{and} are in writing.
- 2) It helps in achievements of goals of an organisation.

Answer of Question = 13

BRANDING

^{Ans-13} Branding refers to the process of assigning



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name, terms, symbols, design etc. or product which helps in identification of product and producer's name. It differentiates product from competitive product. It comprises name, terms, symbol or designs or combination of them.

Branding contributes in promotion of goods and creating demand for that

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Answer of question = 14. (10x)

Responsibility of Consumer

Ans. 14

"To use rights in correct manner is the responsibility of consumers."

Two responsibilities of consumer are as follows:-

- 1) Knowledge about various product and services = Consumer must have knowledge about availability of various product and services in market. Then, he should decide to purchase the best product.



- 2) Weight and Measure = Consumer should check that proper weights and measures are used by sellers

Answer of Question = 15/04

Ways) Means of Consumer Protection

There are various means for protecting consumers from exploitation.

The two ways) means of consumer protection are :-

- 1) Lok Adalats = Lok Adalat is the place where aggrieved consumer can seek for their grievances. It gives patient hearing, discusses on issue and give decision on the spot. It is the economic and effective way of consumer protection
- 2) Redressal Forum = Consumer Protection Act 1986 has provided three-tier consumer dispute Redressal Commission at -
1. District Level - District Forum
 2. State level - state Commission
 3. National level - national Commission for redressing the grievance of consumer.



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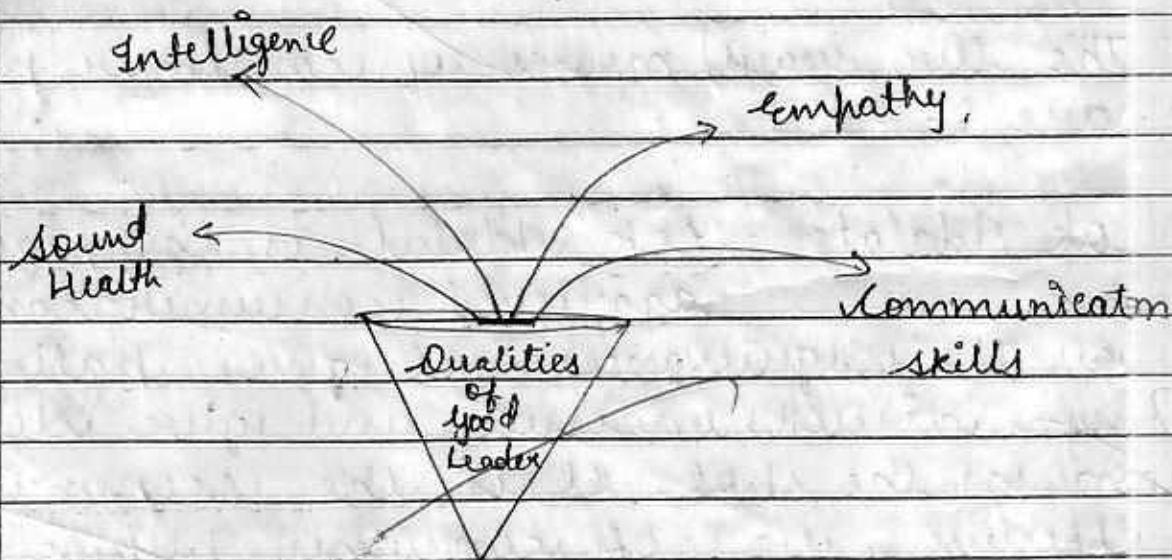
Answer of Question = 16
Qualities of good leader

Ans. 16

"Leader is a person who influences the behaviour and performance of his followers."

Qualities of good leader are as follows :-

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1) Sound Health = A good leader must be of sound health. He should be physically and mentally fit so that he can perform his work with zeal.

2) Intelligence = A leader should be intelligent and talented enough to take right decision and to know



all pros and cons of his action.

3) Empathy = Empathy means participation in the feelings of followers. A leader must try to understand feelings and needs of his followers.

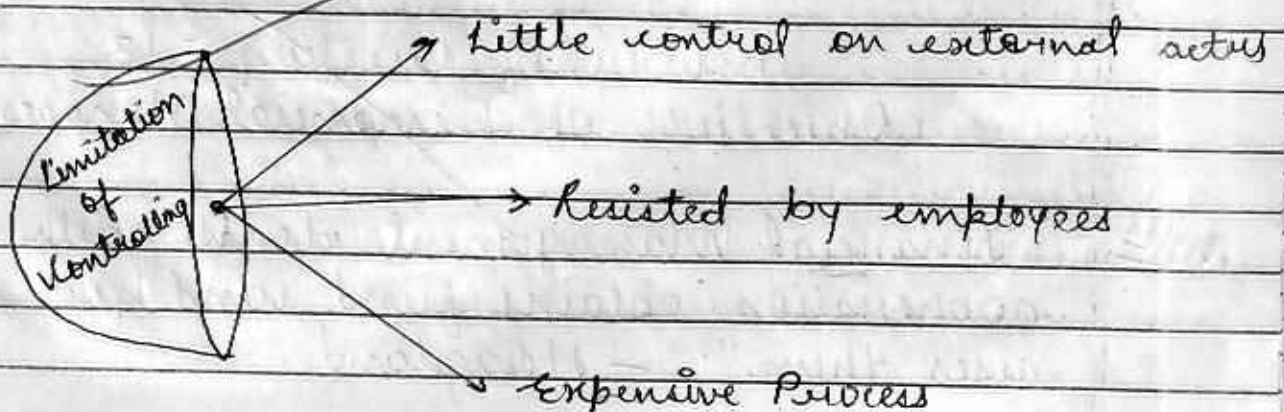
4) Communication skills = A leader must have effective communication skills so that he can easily explain all policies of management to his followers.

Answer of Question = 17
Limitation of Controlling

Ans II "Controlling is the process of taking steps to bring actual result and desired result closer together."

- George R. Terry

Limitation of Controlling are as follows -





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1) Little Control on External Factors = control made on internal factors but external factors cannot be controlled like political, economic environment are uncontrollable

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2) Resisted by Employees = controlling is resisted by employees because they see it as a restriction on themselves. They are kept under the strict watch of C.P.S. and they consider it as a restriction on their freedoms.

3) Expensive Process = controlling is an expensive process it cannot be afforded by small-sized organization. Management should keep in mind that cost of control should not be more than its benefits.

Answer of Question = 18

Objectives of Financial Management

Ans-18

"Financial Management deals with how cooperation obtains fund and how it uses them." - Hoagland



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Objectives of Financial Management are:-

1) Adequate Fund at minimum cost = Financial management aims at acquiring adequate fund at minimum cost. Therefore, it selects cheaper source of funds.

2) Maximizing Profit = Ultimate aim of financial management is to increase earning capacity of business. It ensures the best utilisation of resource.

3) Adequate Rate of Return = Financial management wants to earn adequate rate of return to satisfy his shareholders. Higher the adequate rate of return, higher will be rate of dividend to shareholder.

Answer of Question = 19(0x)

Difference Between Primary And Secondary Market

Ans
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- Capital market is sub-classified into-
- 1. Primary Market
- 2. Secondary Market



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Three Differences Between Primary and Secondary market are:-

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Basis of Difference	Primary Market	Secondary Market
1) Securities	New security is issued in primary market.	Buying and selling of existing security takes place in secondary market.
2) Price Determining	Price is determined by the respective company or issuer.	Price is determined by the force of demand and supply.
Location	It has no specific geographical location.	It has specific geographical location.

Answer of Question = 20

Differentiate Between Advertising and Personal Selling

Ans-20

Advertising and Personal Selling both are tools of promoting sales in market.



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Difference Between Advertising and Personal Selling are as follows:-

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Basis of Difference	Advertising	Personal selling
1. Meaning	It is spoken, written, printed and graphical salesmanship.	It is the activity of promoting sale through face to face contact.
2. Objective	The main object of it is to create favourable image of product in market - et.	The main objective of it is to promote sale by satisfying all queries of customers regarding goods.
3. Contact	There is impersonal contact between seller and buyer.	There is face-to-face contact between seller and buyer.
4. Cost	It involves less cost.	It involves more cost.
5. Nature	It is rigid in nature.	It is flexible in nature.

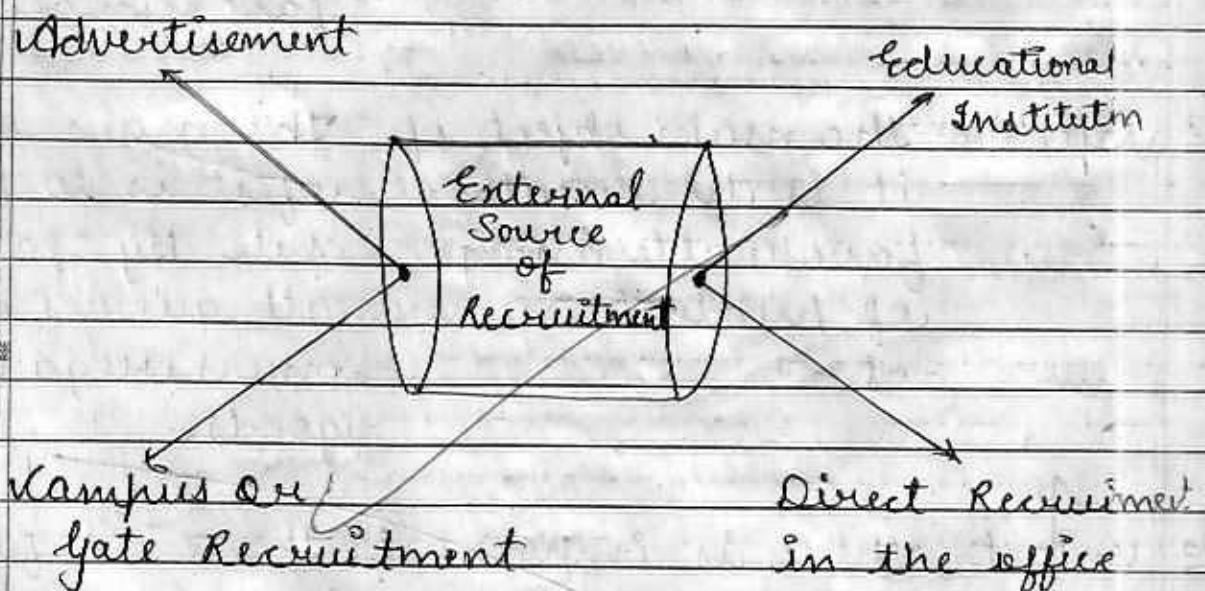
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Answer of Question = 21
External Sources of Recruitment

Ans-21 External source of recruitment means recruitment within the firm outside the boundaries of organisation.

Four External Sources of Recruitment are :-

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1) Advertisement = Advertisement is the best means or source of recruitment from outside. By advertising vacancies in organisation through T.V., radio, newspaper etc, organisation can obtain adequate applicants for post.



- 2) Educational Institution = Educational Institution also provide an opportunity to recruit from students who have freshly passed out from institutions. Generally, in India, it is not adopted.
- 3) Campus or Gate Recruitment = For recruitment of unskilled or semi-skilled employees, enterprise can depend on "Campus or Gate Recruitment". Employees gather at factory gate and then they can be selected. A notice like "Labour Required" can also be hung on gate for recruitment of employees.

Direct Recruitment in the office = It is generally done by Human Resources Department through following process :-

- 1) Inviting application through advertisement.
- 2) Organising written exams, if required.
- 3) Interviewing candidates who have passed in written exam.
- 4) Several checks after interview.



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Answer of Question = 22 Limitation of Planning

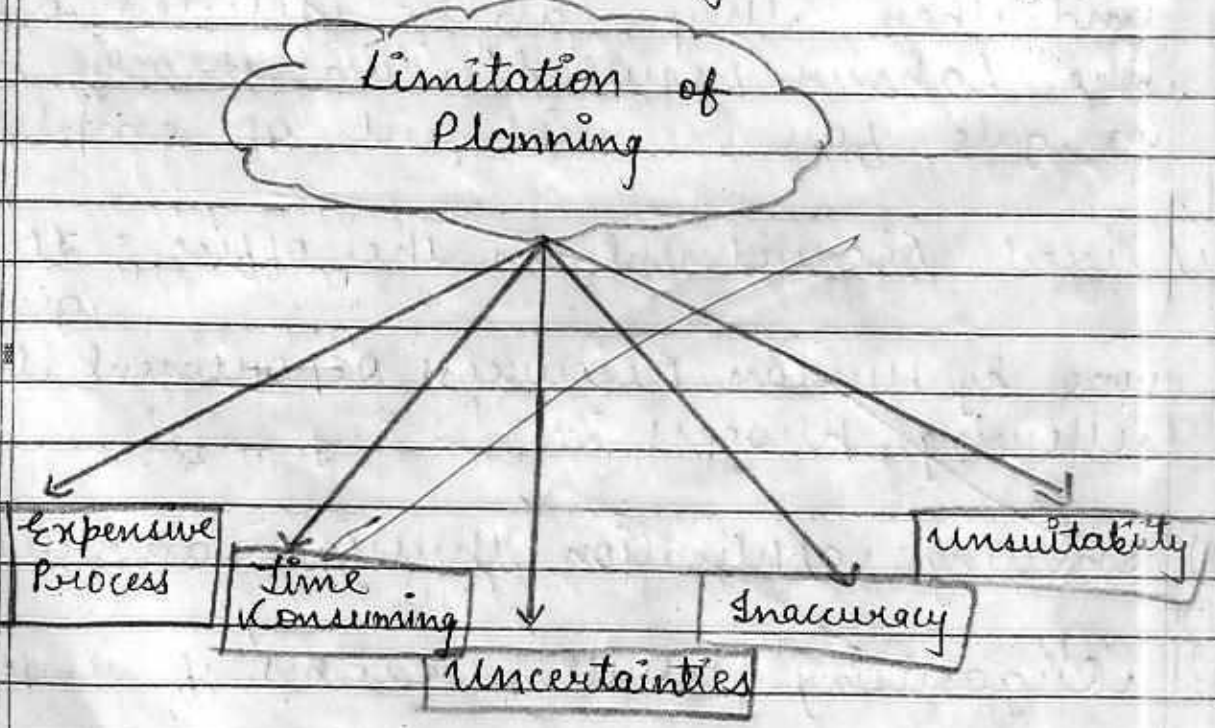
Ans. 22

"Planning is a method of visualising into future."
- Prof. Terry.

Even after having many importance, planning is not devoid of limitation

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Limitation of planning are as follows:



1) Expensive Process = Planning is an expensive process. It involves expenditure of time, money and energy



even after not guaranteeing success.

2) Time consuming = Planning is time consuming process. It is meaningless where there is need of quick decision. Any delay in decision may deprive organisation from profitable opportunities.

3) Uncertainties = Planning is greatly affected by business environment which is uncertain. Changes in technologies, consumer taste etc. take place in it. Planning cannot work in changing environment.

4) Unreliability = Planning is made on the basis of forecasting. Forecasting forecast may turn to wrong because of any unpredictable changes, personal bias of planners which may prove planning wrong.

5) Unsuitability = Planning is not suitable for all kinds of organisation. It is unsuitable for those organisations which are engaged in fashionable goods as fashion is subject to change frequently.



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Answer of Question = 23 (or) Four Importance of Principles of Management

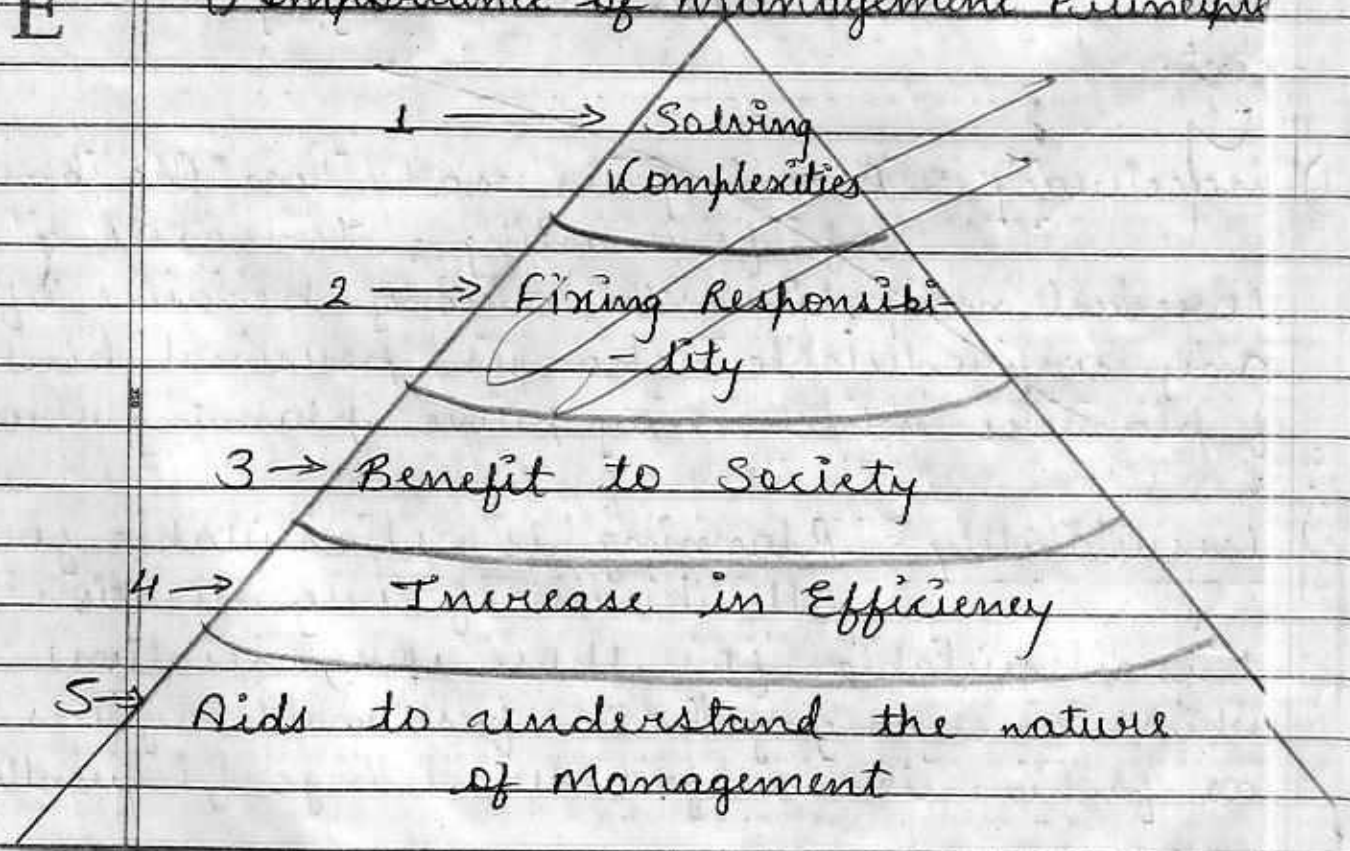
Ans-23

"A Management Principles can be define as fundamental truth or statement which provide guides to thought and action."

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Importance of Principles of Management are :-

1) Importance of Management Principle





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1) Solving Complexities = Management Principle is very helpful in solving the complexities of modern age. Due to modern and advance technology complexities have created which can be solved by management principles only.

2) Fixing Responsibilities = Management Principle helps in fixing responsibilities. Everyone knows to whom he has to communicate and to whom he is responsible. Hence, it helps in ensuring co-ordination in organisation.

Benefit to society = Principle of management is beneficial for society also. As management principle emphasis on increasing production and reducing cost, price of commodity decreases which in turn improve standard of living of people in society.

4) Increase in Efficiency = Efficiency is a aim for management. Management principle guides management to bring efficiency in organisation by taking best utilisation of resources available.

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