



परीक्षार्थी द्वारा भरा जावे ↓

परीक्षा का विषय	विषय कोड	परीक्षा का माध्यम
BUSINESS STUDIES	3 1 0	ENGLISH

स्टीकर तीर के निशान ↓ से मिलाकर लगायें

परीक्षार्थी द्वारा भरा जावे ↓

माध्यमिक शिक्षा मण्डल म.प्र. भोपाल

BOARD OF SECONDARY EDUCATION MADHYA PRADESH

नाम क्र. D-23

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परीक्षार्थी का रोल नम्बर

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पेंच छः तीस चार शून्य सात तीस

BOARD OF SECONDARY EDUCATION MADHYA PRADESH

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष एवं परीक्षक द्वारा भरा जावे ↓

प्रश्न पत्र का सेट

क :- परीक्षार्थी का कस क्रमांक

ख :- परीक्षा का दिनांक

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

हाई स्कूल/हा.से. परीक्षा
2023 केन्द्र क्रमांक-562002

पर्यवेक्षक का नाम एवं हस्ताक्षर केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर

18.03.23

श्रीमती सुनीता देसाय

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

प्रमाणित किया जाता है कि हेलेो क्राफ्ट स्टीकर क्विप्रस्त नहीं पाया गया तथा अन्दर के पृष्ठों के अनुरूप मुख्य पृष्ठ पर अंकों की प्रविष्टी एवं अंकों का योग सही है।

निर्धारित मुद्रा : नाम, पदनाम, मोबाईल नम्बर, परीक्षक क्रमांक एवं पदांकित संस्था के नाम की मुद्रा लगाए।

उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा

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Ques-1. Choose - - - - option

(i)

Ans Ques 1(i) = (b) Universally applicable

(ii)

Ans Ques 1(ii) = (c) F.W Taylor

(iii)

Ans Ques 1(iii) = (d) Economic environment

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(iv)

Ans Ques 1(iv) = (d) Uncertainty

(v)

Ans Ques 1(v) = (c) Both of the above

(vi)

Ans Ques 1(vi) = (c) Lower level



सं. क्र.

Ques-2 Fill in the blanks —
Answer to Ques 2

Ques 2 (i) - negative ✓

Ques 2 (ii) - internal ✓

Ques 2 (iii) - primary ✓

Ques 2 (iv) - formal ✓

Ques 2 (v) - training ✓

Ques 2 (vi) - followers ✓

Ques 2 (vii) - planning ✓

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Ques-3 Match the columns —

A

B

(i) Delinquents - (4) Borrowed funds

(ii) Job rotation - (5) Training technique

(iii) Rumours - (6) Informal organisation

B (iv) Grapevine network - (2) Informal communication

S (v) Capital structure - (1) Financial management

E (vi) Working capital - (3) Current assets



प्रश्न क्र.

Ques-4 Answer in one word / sentence :

(i)

Ans Ques 4 (i) → Fixed capital means investment in fixed or permanent asset.

(ii)

Ans Ques 4 (ii) → Secondary market is also called as stock exchange.

(iii)

Ans Ques 4 (iii) → SEBI 'Securities and Exchange Board of India controls the security market.

(iv)

Ans Ques 4 (iv) → Industrial goods are the products which are used to produce other goods.

(v)

Ans Ques 4 (v) → Consumer Protection Act implemented on '1986'.

(vi)

Ans Ques 4 (vi) → Selection is a negative or multistep process.

Or
Selection is a continuous process

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(vii)

Ans Ques 4(vii) → The first step of controlling is 'setting the standards'.

Ques-5 Write True / False

(i)

Ans Ques 5(i) - False

[Only securities are purchased in primary market].

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(ii)

Ans Ques 5(ii) - True

(iii)

Ans Ques 5(iii) - False

[They both are different]

(iv)

Ans Ques 5(iv) - True

(v)

Ans Ques 5(v) - True

(vi)

Ans Ques 5(vi) - False

[It is a function of financial management].



प्रश्न क्र.

Ques 7 Explain - - - - consumer.

Answer to Ques 7

Rights of consumer → Right to Safety
→ Right to Choose

Explanation —

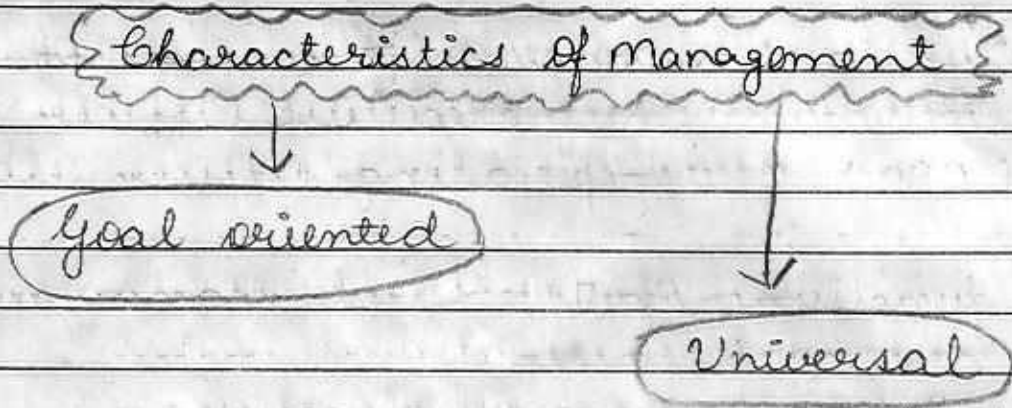
- Right to safety - Consumer should be protected from hazardous or injurious products or services.
For eg - Consumer should buy electrical appliances which have 'ISI' mark to safe from buying substandard goods.

- Right to choose - Consumer has a right to choose from wide variety of products. Therefore, a seller should provide wide range of products to consumer so that consumer can buy according to his needs.

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Ques-8 Write - - - - management.
Answer to Ques 8



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Explanation -

- Goal oriented - Management aims at achieving goals of organisation by integrates the effort of different of individual towards common goal.
- Universal - Management is universal in the sense that it is performed in all types of organisation, in all levels and in all departments. It is required in ~~whether it is~~ organisation whether it is a manufacturing or trading, big or small profit or non-profit organisations.



प्रश्न क्र.

Ques-9 Write - - - - - Management
Answer to Ques 9.

Top level management consists of chairman, Chief Executive Officer (CEO), Chief operating Officer etc.

Functions of Top level Management are as follows ~

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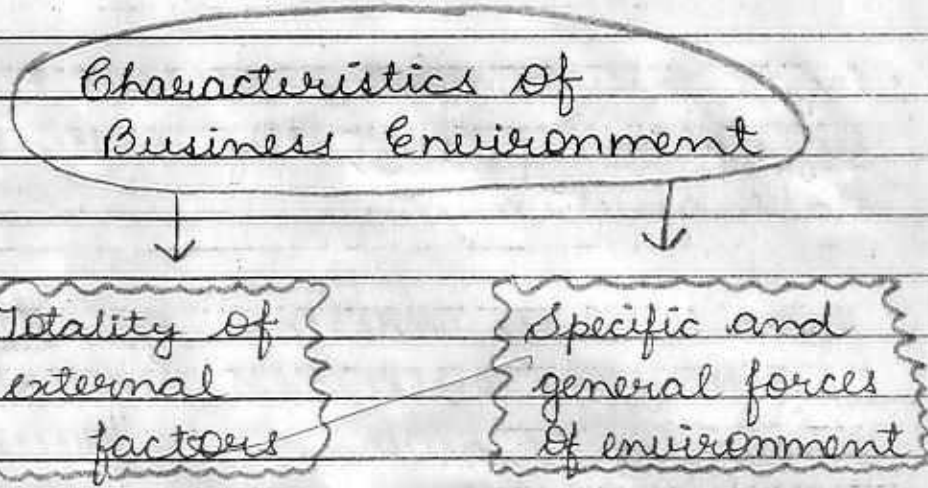
• Determination of objectives - Top level management ^{determines} both long term and short term objectives. They determine objectives related to survival, growth, expansion etc.

• Frame plans and policies - Top level management also formulates plans and policies. Policies are related to production policy, marketing policy, financial policy, personnel policy.



प्रश्न क्र.

Ques-10 write - - - - Environment
 Answer to Ques 10



Explanation -

• Totality of external factors - Business environment is the sum total of all the external factors which indirectly affects the functioning of business undertaking

• Specific and general forces of environment
 Specific and general forces both are related to business environment.

Specific forces includes suppliers, customers, competitors etc which directly affects the business undertaking whereas general forces include social, legal, political, technological which indirectly affects the business undertaking

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Ques-11 (OR) What - - - - Environment
Answer to Ques 11 (OR)

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• Legal environment is related to the legislation passed by central and state government.

• Every business undertaking is bound to follow the rules and regulation passed by the government.

• Therefore, it is necessary for every business undertaking to aware about the laws passed.

Some of the activities are ~

• Statutory warning to be essentially printed on harmful products.
For eg- Packets of Cigarettes

• Taxation laws, companies act, labour act to protect the interest of consumer and shareholders.

प्रश्न क्र.

Ques-12 Write — — — — — Planning

Answer to Ques 12.

Planning is the first and foremost function of management.

Characteristics of Planning

→ Goal oriented

→ Primary and first function of management.

Explanation —

• Goal oriented — Planning is closely related with the goals of organisation. It determines the goals along with the activities needed to achieve the desired goal.

• Primary and first function of management — Planning is the primary and first function to be performed by every manager. It is the base of all other functions of management. Organising, staffing, directing and controlling cannot take place without planning.



प्रश्न क्र.

Ques-13^{OR} Write - - - - - management
Answer to Ques 13 (OR)

Difference between functional and
Divisional structure ~

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Basis	Functional Structure	Divisional structure
<u>Useful</u>	It is useful for single or uniproduct.	It is useful for multiple products.
<u>Commu- -nication</u>	There is no communication problem arises.	There communication problem arises.



प्रश्न क्र.

Ques 14 Write - - - - - organisation
Answer to Ques 14

Two advantages of formal organisation are as given below -

• Authority flow - In the formal organisation there is defined authority flow or direction i.e from top to bottom or downward direction.

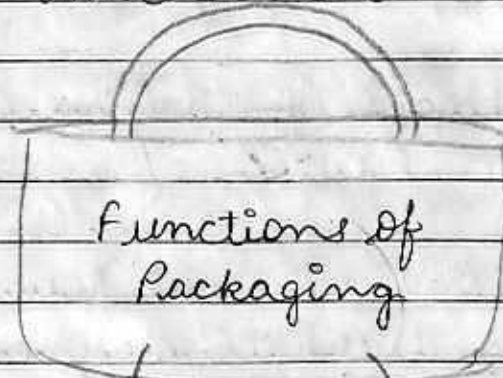
• Specified points includes rules, regulation, job per position, responsibility, authority, activities, etc are specified in formal organisation.

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Ques-15-(OR) Explain - - - - - Packagin
Answer to Ques 15 (OR)



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Explanation -

- Protection - Packaging provides protection to goods from being damaged and from other things so that the goods reached the consumer safely and protectively and without any damage.

- Convenient - Packaging provides convenient handling of goods from producer or seller to the consumer.

For eg - Toothpaste in a tube and tube in a cardboard box.



प्रश्न क्र.

Ques 16 write - - - - - controlling
Answer to Ques 16

Limitations of controlling

- Qualitative standards are not set
- External factors are uncontrollable
- Employees resist controlling

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Explanation -

- Qualitative standards are not set - In controlling quantitative standards are set not qualitative as it can be easily comparable but qualitative standards cannot be comparable like employee behavior etc.
- External factors are uncontrollable - External factors like government policy, price level, interest rates, etc are beyond to the control of any organisation and thus, are uncontrollable.
- Employees resist controlling - Employee in the organisation often resist controlling as they think they have no freedom. For eg - CCTV cameras used for workers etc.



प्रश्न क्र.

Ques 17(OR) write ----- capital
Answer to Ques 17(OR)

Three factors affecting the requirement of fixed capital

- Nature of business
- Size of business
- Method of production and technology.

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Explanation ~

- Nature of business - It differ from business to business the requirement of fixed capital as manufacturing needs more fixed capital than trading concerns.
- Size of business - Fixed capital requirement also differs from size of business as a business operating in a large scale requires more fixed capital than small scale business.
- Method of production and technology - If the business is operating by modern and latest technology then there is high requirement of fixed capital in the business.



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Ques 18 (OR) Write _____ market.
Answer to Ques 18 (OR)

Difference between Primary and secondary market are ~

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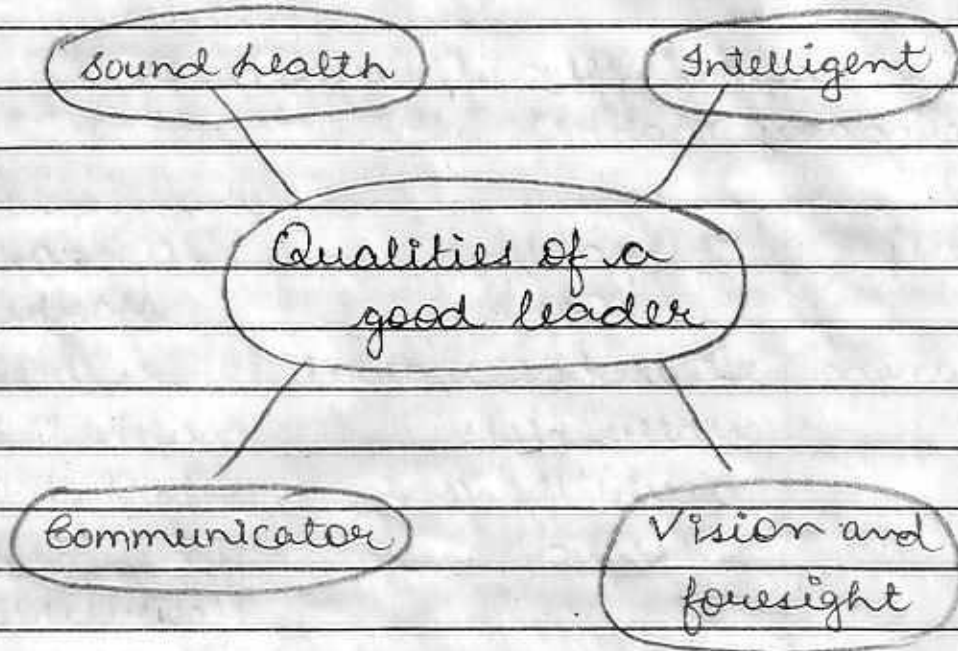
Basis	Primary market	Secondary market
<u>Meaning</u>	It is the market where new securities are issued	It is the market in which previously issued securities are issued
<u>Price discovery determination</u>	Prices of securities are determined by management of the company	Prices are determined by forces of demand and supply
<u>Ownership</u>	Ownership in this market is transferred from company to investor.	Ownership in this market is transferred from investors i.e. seller ^{to} buyer



प्रश्न क्र.

Ques 19 Write _____ leader.

Answer to Ques 19.



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Explanation —

- Sound health - A good leader should have a sound weight, height and things so that he can do his task properly and can encourage others also.
- Intelligent - A good leader should be intelligent enough to take any decision correctly and rational to solve the problem.



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- Communication - A good leader should be a good speaker to tell the ideas and goals and also a good listener to listen the problem and suggestions of followers.
- Vision and foresight - A good leader should be good in prediction of future uncertainties and opportunities.

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Ques 20 Explain ----- Fayol
 Answer to Ques 20.

Principles of Henry Fayol

I Division of work

II Authority and Responsibility

III Order

IV Unity of command

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I. Division of work —

- It leads to division of work into small units or tasks.
- It promotes better production and specialisation.
- Each individual become specialized in his/her task.

Positive effect — (if followed)

- No wastage of resources
- It leads to specialisation
- Increase in efficiency and effectiveness

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Negative effect — (if not followed)

- There will be wastage of resources.
- There will be inefficiency and ineffectiveness

II Authority and Responsibility

- Authority refers to power to take decision and responsibility refers to obligation to do work.
- There must be balance between authority and responsibility^{it}.

Positive effect — (if followed)

- No misuse of authority
- Timely completion of task



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- Quick decision making

Negative effect - (if not followed)

- Misuse of authority
- Delay in completion of task
- Delay in decision making

III Order

- Proper arrangement of things i.e. material and men in their fixed place should be there.
- A place for everyone and everyone in his place means social order and a place for everything and everything in its place means material order.

Positive effect (if followed)

- No wastage of time and effort
- Smooth running of organisation.
- Increase in efficiency.

Negative effect (if not followed)

- Wastage of time and effort.
- Chaos in the organisation

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IV Unity of Command

- There should be one superior for a subordinate.
- Subordinate should receive order for one superior only.
- Violation of this principle undermines authority, endanger discipline and create instability.

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Positive effect (if followed)

- Clear relation between superior and subordinate.
- No conflicts among superiors

Negative effect (if not followed)

- Conflicts among superiors
- Chaos in the organisation



Ques 21 Write _____ Advertising
 Answer to Ques 21 (OR)

Four advantages of Advertising are ~
 ① Creates demand - Advertising helps manufacturers to create demand for their product manufactured by making aware customers.

B ② No exploitation with consumer -
S Consumer ~~is~~ will not be exploited
E as prices, quality, quantity of products are shown in the advertisement by the retailers.

③ Consumer knowledge - Through advertising consumer will know about the manufacturer's products, its quality, features, benefits etc.

④ No promotion expenses - As manufacturer advertises his product so retailers don't have to make expenses on further promotion of product or to make aware consumer aware about the product.



प्रश्न क्र.

Ques 22 OR Write — — — — — recruitment.
Answer to Ques 22 (OR)

Disadvantages of internal sources of recruitment are ~

- Fresh Blood — Because of recruitment done on internal source no fresh blood or talent come into the organisation.

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- Competition spirit — Among the existing employees the spirit of competition does not rises as the recruitment is done on it through internal sources.

- Choice — when recruitment is done from internal sources the manager do not get wide variety to choose an employee.

- New Business Progress — Because of internal source of recruitment is not possible for the new business undertakings.

ST-1844



Ques 23 Write - - - - - Planning.

Answer to Ques 23.

Limitations of Planning are ~

- Time consuming - Planning in itself is a time consuming process what, when, where, how, by whom takes a lot of time, that's why planning is not suitable in emergency situation.
- Inaccurate - Planning is based on forecast about future several ground are there in business which makes the prediction wrong.
- Expensive - Planning is a mental activity and thus it requires expert to be hired for this. Money, energy are required in the planning process.
- Rigid - Once plans are made it is difficult to change them in situations such rigidity makes managers and worker inefficient in their task.