



माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

32 पृष्ठ

परीक्षार्थी द्वारा भरा जावे ↓

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

परीक्षार्थी द्वारा भरा जावे ↓



एक एक दो चार तीन नौ पांच

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष एवं पर्यवेक्षक द्वारा भरा जावे ↓

प्रश्न पत्र का सेट

क :- परीक्षार्थी का कक्ष क्रमांक

ख :- परीक्षा का दिनांक

परीक्षा का नाम एवं परीक्षा केन्द्र क्रमांक की मुद्रा

*W. Shatrughan* केन्द्राध्यक्ष  
द्वितीय सेकेण्डरी परीक्षा  
केन्द्र क्रमांक-631006

पर्यवेक्षक का नाम एवं हस्ताक्षर

*Smt Bhavna Sunkia*

केन्द्राध्यक्ष/सहायक केन्द्राध्यक्ष के हस्ताक्षर

87-2202-...

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

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 अंकों की प्रविष्टि 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

*Smt. N. SINGH*  
V.NO. 22065

*S. TIWARI*  
V.NO. ...

केवल परीक्षक द्वारा भरा जा।		
प्रश्न क्रमांक	पृष्ठ क्रमांक	प्राप्तांक (अंकों में)
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प्रश्न क्र.

Answers of que. 1

- (i) (d) Uncertainty ✓
- (ii) (c) Both the above ✓
- (iii) (c) Lower level ✓
- (iv) (b) Universally applicable ✓
- (v) (c) F. W. Taylor ✓
- (vi) (d) Economic Environment ✓

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EAnswers of que. 2

- (i) Followers ✓
- (ii) Planning ✓
- (iii) Negative ✓
- (iv) Internal ✓
- (v) Primary or first ✓



प्रश्न क्र.

(vi) Formal

(vii) Training

Answer of que. 3

(A)

(B)

(i) Working Capital

Current Assets

(ii) Debentures

Borrowed funds

(iii) Job Rotation

Training technique

(iv) Rumours

Informal Organisation

(v) Grapevine network

Informal Communication

(vi) Capital Structure

Financial Management

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### Answer of que. 4

- (i) "Capital Products."
- (ii) Consumer Protection Act-  
was implemented in "1986".
- (iii) selection is "Negative" process.
- (iv) first step of Controlling -  
"Establishment of Ideal  
Standard".
- (v) Fixed Capital means investment  
in "Fixed Assets".
- (vi) Secondary market is also  
called as "Stock Exchange".
- (vii) "Securities and Exchange  
Board of India [SEBI]"  
controls the security  
market.



प्रश्न क्र.

### Answer of que. 5

(i) True ✓

(ii) True ✓

(iii) False ✓

(iv) False ✓

(v) True ✓

(vi) False ✓

B  
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### Answer of que. 6

#### Economic Environment -

Economic Environment refers to the broad characteristics of economy in which business enterprise operates. Economic Environment includes - Economic indices like National Income, Gross Domestic product (GDP), Rate of Interest, Savings, Capital structure etc.

Answer of que. 7

The two characteristics of planning are as follows -

- 1) Primary Function - It is considered to be first and primary function of management.
- 2) Universal Activity - Planning is required at all level of organisation.

Answer of que. 8

The two points of importance of organisation are -

- 1) Specialization - It helps in proper division of work which promotes specialization.
- 2) Easy Communication - Proper organisational structure makes it easy to communicate messages on time.

7



प्रश्न क्र.

### Answer of que. 9

The two advantages of formal organisation are as follows -

1) Written Rules - Formal organisation has written rules, rights, responsibilities and activities.

Effective Control - Effective control can be established through formal organisation.

### Answer of que. 10

#### Branding -

Branding refers to the process of using names, symbols, terms by which product can be known.

It uses names, symbols, terms etc. individually and in combination to assign product. Through Branding product becomes attractive, and preferred by consumers. Thus, it help in increasing sales.

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8

योग पूव ५००



प्रश्न क्र.

Answer of que. 11 [OR]

The two responsibilities of consumer are as follows -

- 1) Detailed checking - Consumer should check all the required information about product before purchasing.
- 2) Quality Consciousness - Consumer should also be aware of various quality standards marks such as FPO, ISI, Hallmark etc.

B  
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Answer of que. 12

The two rights of consumer are -

- 1) Right to safety - Consumers have a right to safety from hazardous products.
- 2) Right to choose - Consumers have a right to choose favourable products.





प्रश्न क्र.

### Answer of que. 13

The two characteristics of management are as follows -

1) Universal Applicability - The activities involved in managing enterprise, is common to all.

Dynamic Function - Management is a dynamic function. It keeps pace with changing environment.

### Answer of que. 14

The two functions of Top level management are as follows -

1) To Set Objectives and Goals - Top level management is responsible to set objectives of enterprise.

2) To frame Organisational structure - It is also responsible to form structure of organisation.



प्रश्न क्र.

Answer of que. 15

The two characteristics of Business Environment are as follows -

1) Totallity of Factors - It is the sum total of all factors which affects functioning of Business enterprise.

2) Uncertainties - It is difficult to predict what will happen. It is too much dynamic and changes takes place frequently.

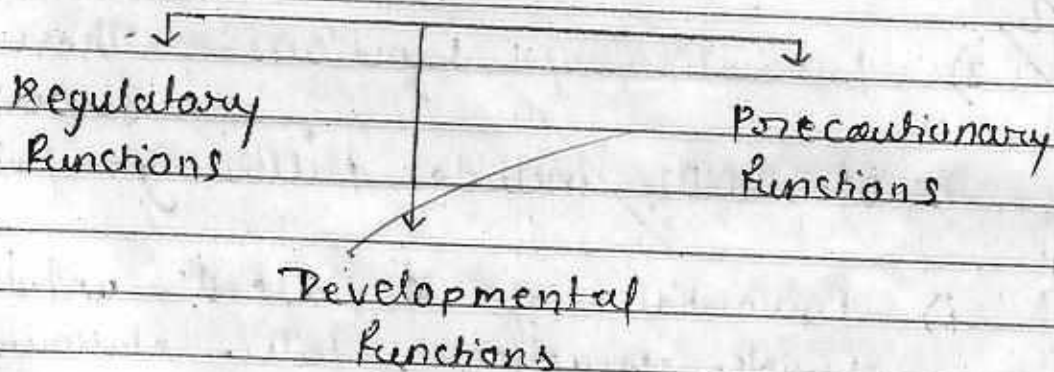
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### Answer of que. 16

The functions of Securities and Exchange Board of India (SEBI) are classified in three categories -

### FUNCTIONS OF SEBI



i) Regulatory Functions - Regulatory functions of SEBI includes -

- i) Registration of Brokers, Sub-Brokers, Stock Brokers, and other players in market.
- ii) Regulation of Stock Exchange, Portfolio Exchange, Collective Investments Schemes, Mutual funds etc.



प्रश्न क्र.

2) Developmental functions - These include -

- i) Conducting research and publishing useful information for market participants.
- ii) To train intermediaries.

3) Precautionary functions - These function of SEBI includes following's point -

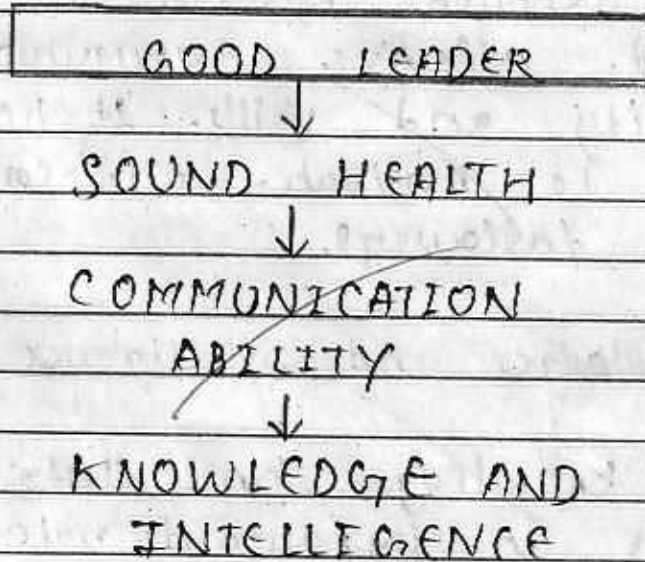
- 1) Prevention of fraudulent, unfair trade practices, false statements price rigging etc.
- 2) Prevention of Insider Trading.
- 3) Promoting fair trade practices.

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Answer of Jul. 19

The qualities of a good leader are as follows—



Sound Health -

Good leader should have a sound health. Physically and mentally he should be fit and fine. An energetic leader also energizes his followers.

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प्रश्न क्र.

## 2) Communication Ability -

The one of the main quality of a good leader is that he should possess a good and effective communication ability and skills. It helps him to motivate and convince his followers.

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## 3) Knowledge and Intelligence -

The knowledge and intelligence plays an important role in understanding the gravity of situations. Good leader should also possess them for the solution of problems.



Answer of que. 18

The three limitations of controlling are as follows -

LIMITATION OF CONTROLLING

- Difficult to set Quantitative standards
- No Control on External factors
- Objection by workers
- Expensive Process

i) Difficult to establish Quantitative Standards -

It becomes difficult for business organisation to set quantitative standards for measurement and comparison with actual performance. Thus, Controlling becomes ineffective.

B  
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प्रश्न क्र.

2) No Control on External factors-

Business has less or nearly nil control on external factors which affect the functioning of business. Like government policies, etc.

3) Objection by workers -

Controlling system has to face objection by workers because they seem it to be as restriction on their freedom. For example - when they are kept under strict observation through cameras.

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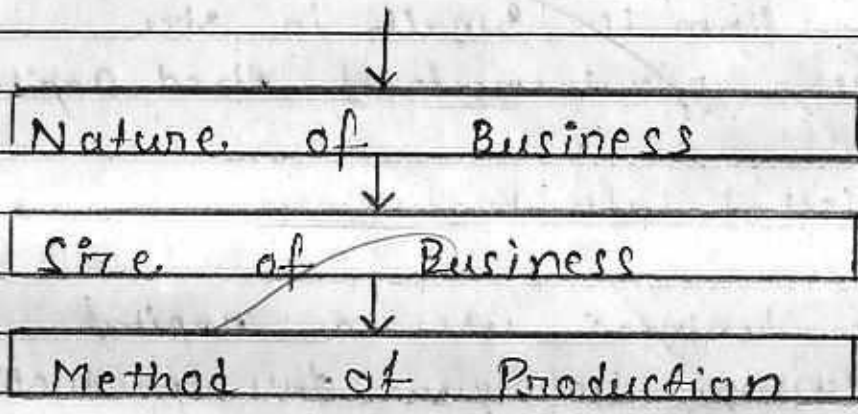


प्रश्न क्र.

Answer of que. 19 (OR)

The three factors affecting the requirement of fixed capital are as follows -

FACTORS AFFECTING FIXED CAPITAL REQUIREMENT



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1) Nature of Business -

Nature of Business undertaking is one of the main factors affecting requirement of fixed capital. If firm is a manufacturing concern it will require high fixed capital and if it is a trading concern, it will require less fixed capital.



प्रश्न क्र.

## 2) Size of Business -

The size of Business undertaking is another main factor that affects requirement of fixed capital to a large extent. If firm is larger in size, large requirement of fixed capital. If firm is smaller in size less requirement of fixed capital.

## 3) Method of Production -

If business uses a capital intensive technique for production such as machinery with latest equipments it will require high fixed capital. If it uses labour intensive technique such as manual labour it will require less fixed capital.

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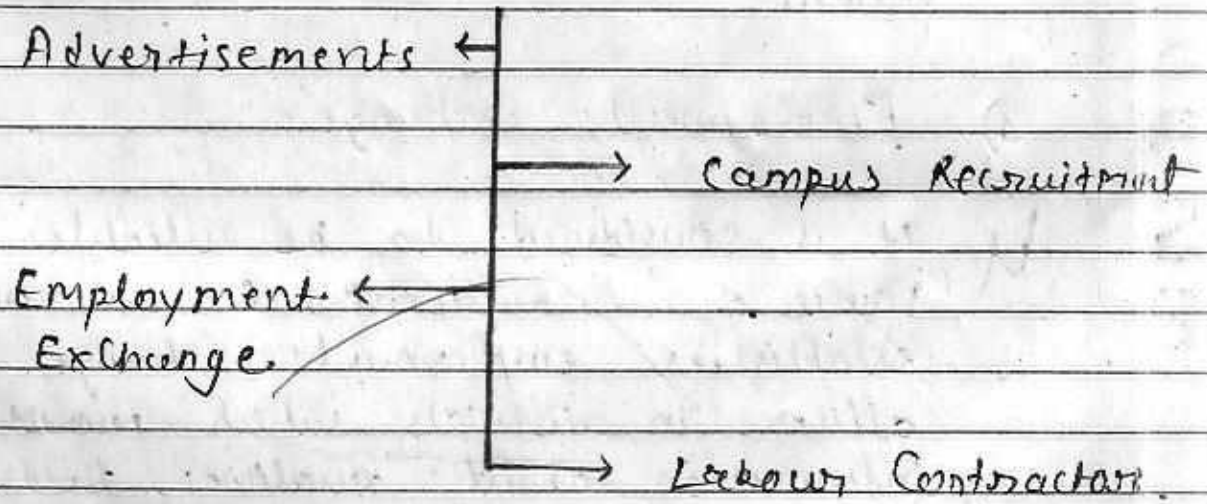


प्रश्न क्र.

Answer of que. 20

The four external sources of Recruitment are as follows -

EXTERNAL SOURCES OF RECRUITMENT



B  
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1) Advertisements -

Advertisements are the one of the most preferred external source of recruitment. It helps to attract large number of candidates to apply for job.



## 2) Campus Recruitment -

It refers to the recruitment from educational institutions such as colleges, schools, universities. It provides freshly passed out students with fresh talent.

## 3) Employment Exchange -

It is considered to be a reliable source of recruitment. Government establishes employment exchange offices in districts which provide information about qualities, fields and skills of people to the concern.

## 4) Labour Contractors -

It is a good source of recruitment for construction industries. They may ask labour contractors to provide labours for construction work. Labour Contractor keeps information about various labours.

21

$$\boxed{\phantom{000}} + \boxed{\phantom{000}} = \boxed{\phantom{000}}$$

योग पूर्व पृष्ठ

पृष्ठ 21 के अंक

कुल अंक

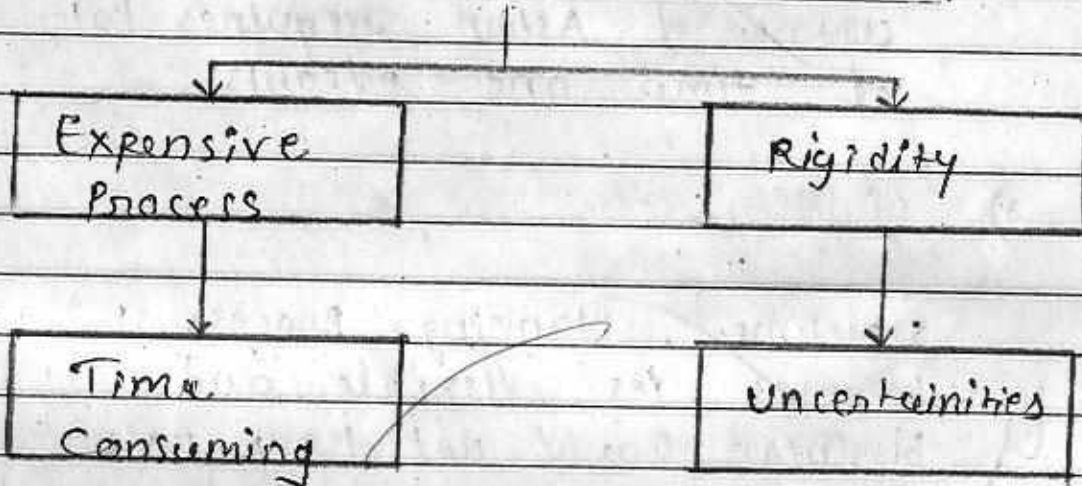


प्रश्न क्र.

Answer of que. 21

The limitations of Planning process are as follows -

LIMITATIONS OF PLANNING



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1) Expensive Process -

The process of planning requires a lot of money to be effective. Sometime it becomes out of means of business. The expenditure becomes more than revenue. This is one of the main limitation of planning.



प्रश्न क्र.

2) Time Consuming -

The process of Planning is also considered to be time consuming. Establishing objectives, selective best Alternative course of Action requires lot of time and efforts.

3) Rigidity -

Sometime, Planning process becomes less flexible and business could not keep pace with changes, as objectives, activities are pre-determined.

4) Uncertainties -

There is also a lack of accuracy and possibility of ~~and~~ any happening of uncertain event because of this Planning becomes ineffective and business enterprise does not achieve desired result.

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प्रश्न क्र.

## Answer of que. 22 [OR]

The importance of Principles of Management can be understood better through following activities facts -

### IMPORTANCE OF PRINCIPLES OF MANAGEMENT

↓  
Direction to Manager

↓  
Helpful in Decision Making

↓  
Effective Utilisation and efficiency

↓  
Better Co-ordination

#### 1) Direction to Manager -

The principles of managements provide directions to manager to follow the best way of doing tasks. It helps to solve number of problems, in the business organisation

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प्रश्न क्र.

## 2) Helpful in Decision Making -

The principles of Management prove to be very helpful in decision making. It provides enough guidance to managers. It saves lots of time, efforts and money.

## 3) Effective Utilisation of Resources and increase in Efficiency -

The principles of Management are general guidelines and promote effective utilisation of resources. They also increase the efficiency of resources by providing guidelines to use them.

## 4) Better Co-ordination -

Co-ordination between the activities of different departments in the organisation is possible because of various principles of Management which promote harmony between activities.

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Answer of que. 23 (OR)

The four advantages of Advertising can be classified into two categories

ADVANTAGE OF ADVERTISEMENT

To Business

To Consumers

Creation of Demand  
↓  
Helpful in Fighting Competition

Up-to-date Market Information  
↓  
Identification of Product

Advantages to Business

i) Creation of Demand -

The one of the main advantage of Advertising is the creation of demand for a product in the market. It leads to promotion of sales and ultimately get with sales, profit of business also increases.

B  
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E



## 2) Helpful in Fighting Competition -

The another advantage of Advertising is that it helps to fight and prevent competition for business undertaking as it expands and covers a large area of market.

B  
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## 3) Advantages to Consumer

### 3) Up-to-date Market Information

Consumer gets up-to-date market information about products, their prices, quality and about manufacturers etc.

### 4) Identification of Product -

Effective Advertising helps consumers to identify the required product. He can buy the favourable product through the information that he gets from advertisement.