



केवल मूल्यांकनकर्ता के उपयोग हेतु!

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल 32 पृष्ठीय

केवल परीक्षक द्वारा भरा जावे। प्रश्न क्रमांक के सम्मुख प्राप्तांकों की प्रविष्टि करे।

प्रश्न क्रमांक	पृष्ठ क्रमांक	प्रश्न क्रमांक	पृष्ठ क्रमांक	(अंकों में)
1		17		
2		18		
3		19		
4		20		
5		21		
6		22		
7		23		
8		24		
9		25		
10		26		
11		27		
12		28		
13				
14				
15		कुल प्राप्तांक शब्दों में	कुल प्राप्तांक	
16				

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे ↓

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे

प्रमाणित किया जाता है कि अन्दर के पृष्ठों के अनुरूप मुख्य पृष्ठ पर अंकों की प्रविष्टि एवं अंकों का योग सही है।

निर्धारित मुद्रा : नाम, पता, नम्बर, परीक्षक क्रमांक एवं पदांकित संस्था के नाम की मुद्रा लगाएं।

उप मुख्य परीक्षक हस्ताक्षर एवं निर्धारित मुद्रा

**Mahesh Maheshwari**

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परीक्षक  
PREETI  
GOMTIB.  
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निर्धारित मुद्रा  
PREETI  
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9519

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6 + 6 = 6



योग पुन पुन

प्रश्न क्र.

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Ams No-1

i (c) Controlling

ii (b) Dynam

iii (c) Mental Revolution

iv (b) Planning

v (b) Industry

vi (c) Both Art and Science

ROBERT  
COMMUNITY SCHOOL  
M. P. 471121

Madhya Pradesh  
M.P. 471121



Ans No - 2

i Internal source

ii Human resources, Management

iii Mixed economic

iv Punishment

v Selection

vi Mean, instrument

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प्रश्न क्र.

Ams. No - 3

B  
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i True

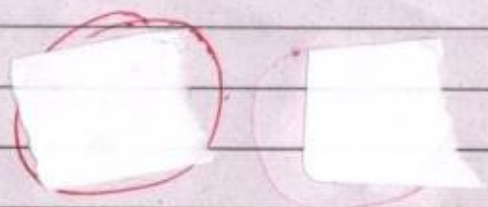
ii False

iii False

iv True

v False

vi True





प्रश्न क्र.

Ans. No - 4

- (i) Financial Management - A part of General Management
- (ii) Administrative work - ~~Financial Work~~
- (iii) Stock exchange - ~~Capital Market~~
- (iv) The head office of SEBI - ~~Mumbai~~
- (v) Budget - ~~forecasts~~
- (vi) Deviation E - ~~Corrective Activities~~
- (vii) No profit no loss - Break even point

B  
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प्रश्न क्र.

Ams No - 5

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(i) Sales promotion

(ii) Three

(iii) 1986

(iv) Advertisement

(v) Distribution, Transportation

(vi) Personnel selling

(vii) Branding



प्रश्न क्र.

Ams No- 6

~~Selection process~~

- ~~1. Estimate manpower requirement :- it involve in identifying number of workers are current working and number of workers needed in future.~~
- ~~2. Recruitment :- it involved in attracting large candidate for applying vacant job position in the organisation~~
- ~~3. Selection process :- that the step~~

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O.T.P

प्रश्न क्र.

Ans. No - 6

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## Selection process

1. Preliminary Screening :- it involving in shorting candidate on the basis of their application and eliminating unfit and unsuitable job seeker

2. Selection test :- in this test wide range of question asked for knowing the ability of candidate there are various types of test conduct

1. Intelligence test

2. Aptitude test

3. Trade test

4. Interest test

Personality test

3. Interview

4. Reference check of background

5. Selection Decision

6. Medical examination

7. Job offer

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प्रश्न क्र.

Ams No - 7Marketing

Ams! - Marketing is a process have aim to satisfied consumer need and wants, it performed various function there are Creating Value, Complete offer exchange process etc many more function included. there is close contact between buyer and seller both involved in conduct transaction for benefits, it also help individual and group to identifying their need and wants then marketing help in fulfillment need and wants more effectively and efficiently.

Function

1. Gathering and analysing information
2. Marketing planning
3. Product development
4. Need and wants
5. Customer value
6. Complete offer
7. Exchange mechanism



प्रश्न क्र.

Ams No - 8

Ams The Consumer protection Act enforced for protecting consumer by the manufacturer and trader whose involved in anti trade practice like black marketing, hoarding, adulteration defective good, inferior goods, and many activities performed these directly effect consumer for these it is important to protect consumer from all these activities so consumer protection act enforced it provided right and reliefs for consumer.

These are 6 six right for consumer :-

1. Right to Safety
2. Right to Choose
3. Right to informed
4. Right to heard
5. Right to Seek redressal
6. Right to education

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11

$$35 + 2 = 37$$



योग पृष्ठ

पृष्ठ 11

पृष्ठ 11

प्रश्न क्र.

Ams No - 9

## Right of the Consumer

1. Right to safety :- According to this right consumer have safety from various good and service available in marketing. This is give important for safe and secure of life, some time defective, adulteration product sold which are these pressure cooker, cylinder, electrical appliance etc which harm the life of people and property

2. Right to choose :- According to this right consumer are free to choose goods and services are available in market, there manufacturer and seller cannot force to buy for buying any particular brand. Consumer have to choose for choosing good and services.

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Ans No - 10

Importance of Business Environment

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1. Identification of opportunities :- with the help of positive external changes business get opportunities and get faster movey advantage, it help im growth of the Orgamistion

2. Plammimg and policy ~~per~~ formation :- Continuoqes monitoring business environment help im identifying threat, strength, weakmess, fashion trend and opportunities all the information help im doing plammimg and provided basis for policy making

39 + 2 = 41



प्रश्न क्र.

Ams No - 11

Globalisation

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Ams :- Globalisation is economic reform introduced in new economic policy 1991. Globalisation is process making world as a one market by intergration of economy of Country with World economy, it is possible with the help of "Globalisation" when country start export and import of good and services in nation and provided good and service form nation then it lead in growth of Country, have latest technology, foreign reserve, developed infrastructure, better standard of living and many more benefits.

$$41 + 2 = 43$$



प्रश्न क्र.

Ans No - 12

### Characteristics of planning.

1. Planning is Continuous process :- it means that planning is a never ending it is always work in organization till the life of the organization, one plan is always attached with another plan it keep going always.

2. Planning is Universal :- that the meaning of universal that is used every place in organization, business, non-business, large and small organization, it is required in daily life in school, hospital, for doing any work proper planning is essentially

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$$43 + 2 = 45$$



प्रश्न क्र.

Ans No- 13

OR

### Advantage of functional Organization

1. Specialization :- in functional organization job related to common are grouped together and this function performed those employee who required special skill for these function it lead in specialization in work because they have performed same task again and again.

2. Easy supervision :- Due to performing same function manager become familiar with all function then lead in easy supervision without any problem.

### functional Organization

↓  
Human resource

↓  
Marketing

↓  
Research and development

↓  
Purchasing

Now, understand all the function divided separately it lead to specialization, easy supervision, make training easy.

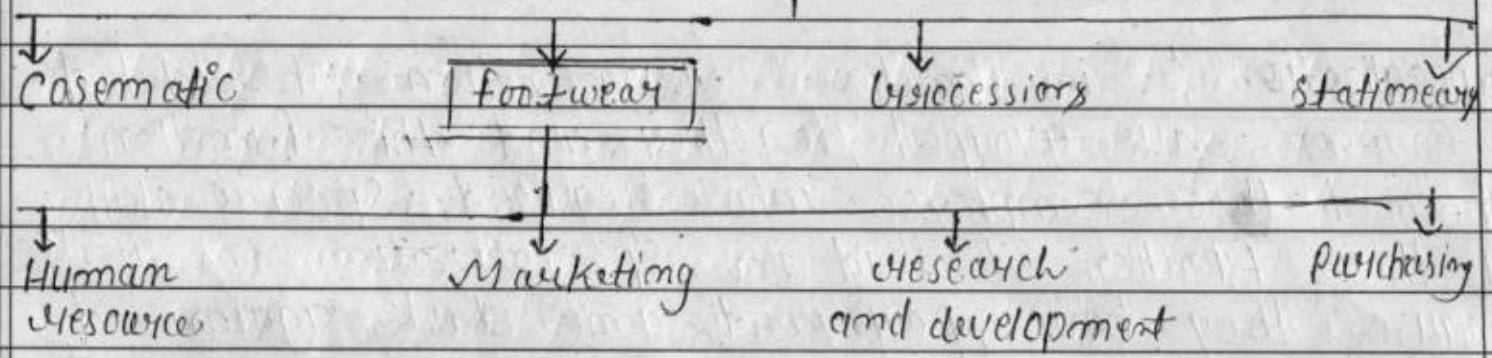


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Ams No-14

### Divisomal Orgamisation Structure

O.O.S



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Ans :- Divisomal Orgamisation Structure, when the department formed on the basis of product and one product related all the work in one department it is know as divisomal Orgamisation Structure

It is suitable were various kind of good produce in Orgamisation.



47 + 2 = 49



प्रश्न क्र.

Ams No - 15

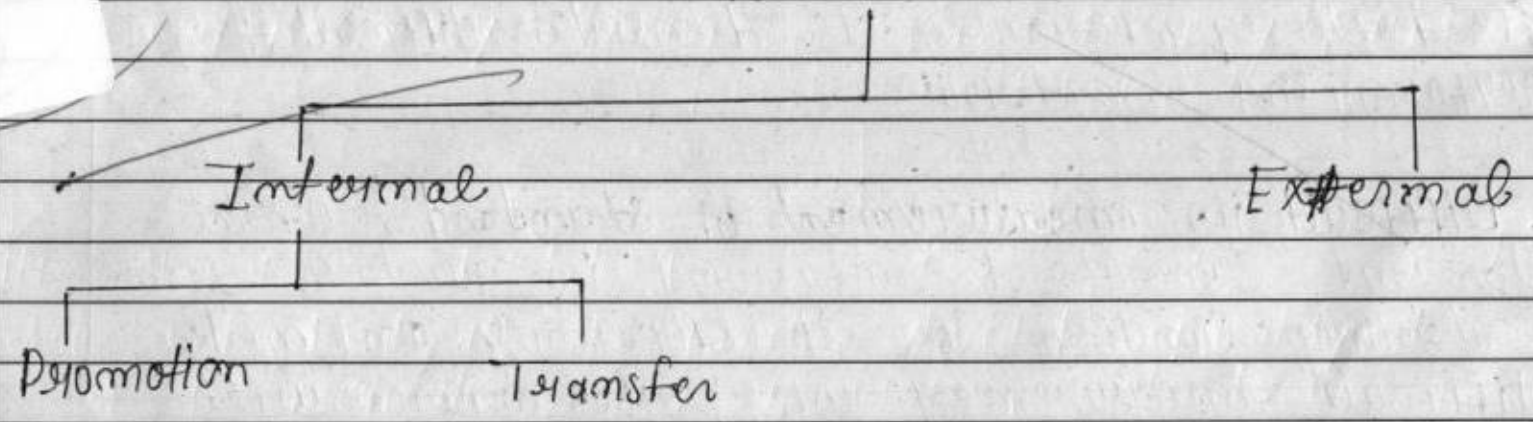
Internal source of recruitment

1. Transfer :- it means transfer of employee from one shift to another, one department to another department, one place to another process.

2. Promotion :- it involved in promoted employee one job position to higher job position then it increases in higher salary, higher responsibilities and work.

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Recruitment



40 3 52



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Ans. No - 16

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### Limitation of Controlling.

1. Costly affair :- When Controlling have to do it required so much time, money and power it makes expensive there is need to measurement of performance, setting standard, identify deviation.
2. Not control external factor :- Sometime it happens Controlling function efficiently but external factor are government, competitor, customer, change in taste preference etc it make difficult for performing Controlling.
3. Difficult in measurement of standard :- When standard cannot be measured in quantitative form Controlling function loss it efficiency and make difficult measurement of performance with plan performance.

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Ans No - 17

## Labelling

Ans:- Labelling is a affixation mark put on the product which contains information about the product like ingredient, manufacturer name, how to use?, expiry date and many more information.

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### Function

1. The first and main function of labelling is provided information about the product and help the consumer for knowing about product

2. Second labelling help in grading of the product it means categorised product on the basis quality size and price

3. Putting labelling on the product is necessary for this government made various rule and regulation.



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4. Labelling also help promotion because it is colourful and nice sticky, cleaning writing it leads to promotion of the product.

Ans No - 18

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Formal Organization

Informal Organization

1. Formal Organization is deliberately created by organization

Informal Organization is created automatically due to common interest.

2. It focus on achieving organization goal

It focus on psychological satisfaction of persons

3. In this scalar chain of command is follow

There is no scalar chain of command follow

4. It take so much time for spreading information

It is the one in this information spread very quickly.



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Ans No-19

## Principles of Direction

1. Maximum individual effort :- Direction is also focus on maximises individual effort by proper supervision and provided guideliance to individual effort work toward achievement of Common goal of the Organisation
2. Unity of Command :- According to this principle a employee should be received Command and Order form only a Superior and only accountable for one Superior.
3. Leadership :- leadership is the ability of person to influence employees this way these Voluntary work also doing for achievement of Organisational goal.

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Ans No - 20

### Planning Process

1. Setting objective :- the first step of planning process. Setting objective which organisation want to achieved in near future, the objectives are the end result of the organisation.

2. Development premises :- the plan is based on assumption, the assumption provided base for planning is called premises. Manager always try that plan should be familiar to assumption.

3. Identifying alternative course of action :- After setting standard objective manager make list of various alternative course of action which help in achieving objective.

4. Evaluating alternative course of action :- Positive and negative of each and every course have to evaluating.

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$$61 + 4 = 65$$



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5. Selecting alternative :- in this step have selection of best alternative is done but there is no mathematic formulae for selecting alternative, inside of selecting one alternative, should be selective opposite two alternative.

6. Implementing plan :- in this step they a managerial function involved in plan and now plan to have implement

7. Follow up :- it is not sufficient to only implement of plan there is also need of proper monitoring of plan, seeing that all work performed as predetermined plan, if there any deviation take corrective action

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Ans No - 21.  
OR

### Fixed Capital

### Working Capital

1. Fixed Capital those remain fixed and permanent for long period

Working Capital is the Capital which for working day to day function

2. Fixed Capital not converted into cash within a year

Working Capital converted into cash within a year

3. In fixed Capital risk involved is more

In Working Capital risk is lower

4. it is also know Capital budgeting / long term plan

it is also know Current Capital / short term plan

5. Example :- Machinery Building

Example :- raw material Stocks

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Ans No - 22

## Function of Management

Planning	Organising	Staffing	Directing	Controlling
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1. Planning :- it is the primary function of management, it involved in deciding in advance what to do and how to do, planning help in setting objective and alternative course of action to achieved organization goal.

2. Organising :- Organising involved in identifying and division of work have to performed and established relation between authority and responsibility among them.



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3. Staffing :- Staffing is a managerial function which aim filled and keeping filled the job position in orgamistion.

Staffing has three element

- 1. Recruitment
- 2. Selection
- 3. Training

4. Dircetion :- it is active of function of mangement it provided instruction, guideliance, to employees effort and make optimum utilitions of resource

Dircetion have four element

- 1. Supervision
- 2. Leadership
- 3. Motivation
- 4. Communication

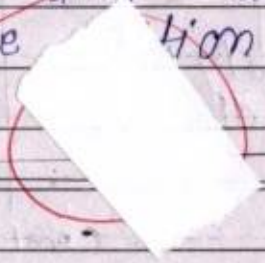
19 + 4 = 23



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5. Controlling :- it is the last function of management. Controlling involve in comparison of planned performance with actual performance if it same that planning and actual work is efficient and organization goal achieved, if there any deviation then have to take corrective action.



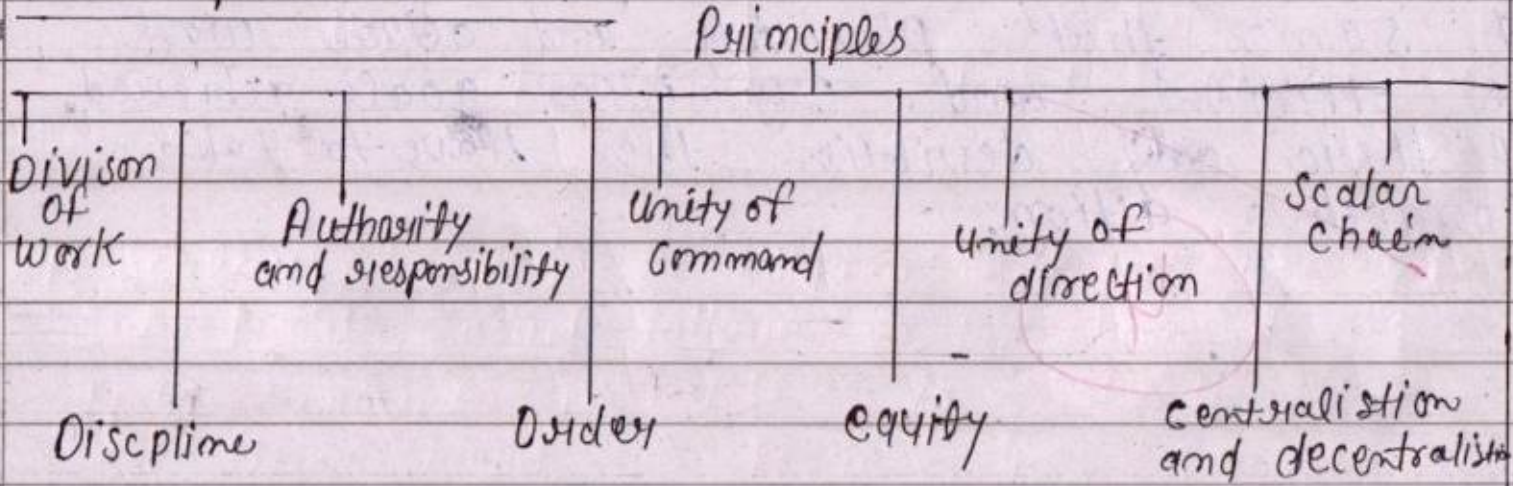


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Ams No - 23  
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Principles of Fayol

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14 principle propounded by Fayol

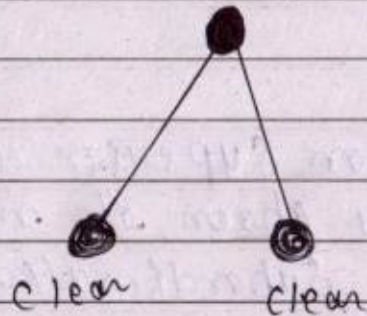
1. Division of work :- work should be divided into small task and activities and each task those employees whose required specific skill for performing these tasks, it lead in specialisation of work



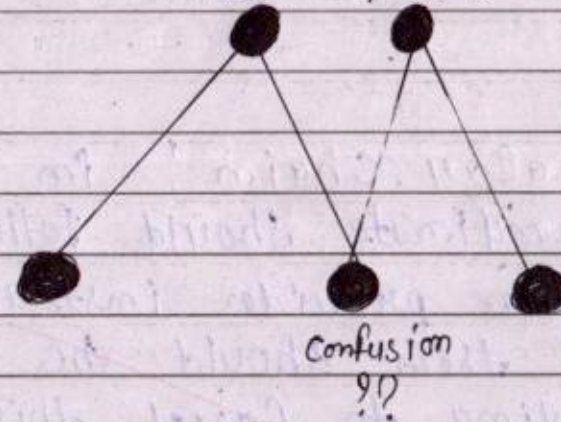
प्रश्न क्र.

2. Unity of Command :- According to Fayol one employee should be received order form one superior and also accountable for only one superior, if this not doing then it create confusion, overlapping work and create problem

one superior



two superior

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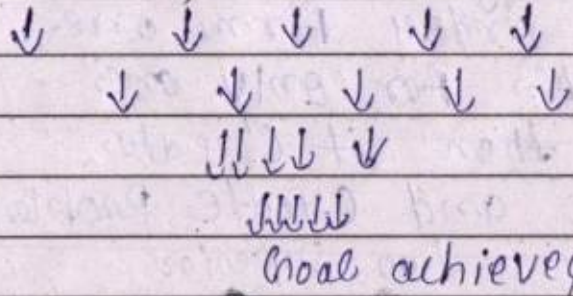
3. Unity of Direction :- According to this principle each and every group have should be one plan and one head and working toward achievement of common goals of the Organisation.

fppp

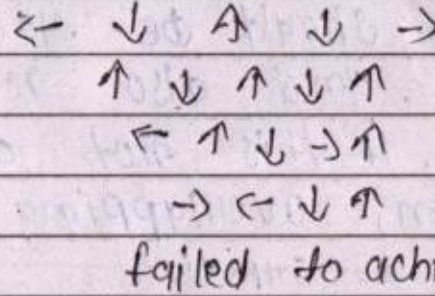


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Unity of direction



Absence of unity of direction



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4. Scalar chain :- in Organisation superior and subordinate should follow scalar chain of command. Superior provides instruction to subordination and there should be formal time communication. According to Fayol this time should not be violated but in emergency same level subordinate make gang plank to communicate.

