



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	प्राप्तांक (अंकों में)	प्रश्न क्रमांक	पृष्ठ क्रमांक	प्राप्तांक (अंकों में)
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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, पदनाम, मोबाईल नम्बर, परीक्षक क्रमांक एवं पदांकित संस्था के नाम की मुद्रा लगाएं।

परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे

उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा

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S.S. Dindori के हस्ताक्षर एवं निर्धारित मुद्रा

Exc. H.S.S. Karanjiya
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Mob. No. 7354610750



प्रश्न क्र.

Answers of Question no. - 1

- (i) - (c) Controlling
- (ii) - (b) Dynamic
- (iii) - (c) Mental Revolution
- (iv) - (b) Planning
- (v) - (b) Industry
- (vi) - (c) Both Art & Science

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3

66 65 = 11



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Answer of Question no.-2

(i) internal

(ii) human aspects

(iii) penalty mixed

(iv) selection penalty

(v) selection

(vi) source

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11 + 5 = 16
योग ५ + ११ = १६

4/30



प्रश्न क्र.

Answer of Question no. - 3

(i) False

(ii) False

(iii) False

(iv) True

(v) True

(vi) True

India.com

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5



प्रश्न क्र.

Answer of Question no. - 4

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(i) Financial Management - A part of General Management

(ii) Administrative work - Financial work

(iii) Stock exchange - Organized Market

(iv) The head office of SEBI - In Mumbai

(v) Budget - Forecasts

(vi) Deviation - Corrective Activities

(vii) No profit no loss - Break even point

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प्रश्न क्र.

Answer of Question no. - 5

- (i) Sales promotion aims at increasing sales.
- (ii) There are three levels in consumer forum -
District forum, State Commission and National Commission.
- (iii) The Consumer Protection Act enacted on 24th Dec, 1986.
- (iv) Advertisement is written, printed, spoken and graphic salesmanship.
- (v) Transportation is called physical shifting of goods from production center to consumption center.
- (vi) Personal Selling is called personal contact with customer.
- (vii) Branding is adopted for identification of product.

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29/6/21 = 31



प्रश्न क्र.

Answer of Question no. - 6 (or)

Following are the differences between Training and Development :-

Basis of difference	Training	Development
(i) Provide knowledge	In it, knowledge is provided related to job only to the candidate.	In it, all-round knowledge provided to the candidate for overall development.
Usage in Levels of Management	Training is mostly given to the middle and lower level managers.	Development is to be done at all three levels of management.

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31 + 2 = 33



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Answer of Question no. - 7 (or)

Meaning of marketing => The term 'marketing' is commonly used for exchange of goods and services. But, it has a wide meaning. Marketing refers to the process of identification and satisfaction of the customers through goods and services. It includes selling, advertising, branding, labelling etc.

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33 02 = 5



प्रश्न क्र.

Answer of Question no. - 8 (or)

The importance of consumer's protection can be understood by following points :-

- (i) To safeguard the consumers => By consumer's protection, the consumers can be safeguarded from exploitation and unfair trade practices which are done by the sellers.
- (ii) To aware the consumers => The consumer's protection can be done by making consumer aware about his rights, so that no seller can mislead them.

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www.oddindia



प्रश्न क्र.

Answer of Question no. - 9 (or)

Following are the problems faced by the consumers :-

(i) Lack of complete information \Rightarrow The consumer is unaware of the informations regarding the products or services. They do not know about their rights also. As a result, they fall in the trap of misleading sellers.

(ii) Illiteracy \Rightarrow The main problem of consumer is their illiteracy. They are not able to understand and read the information written on the package. As a result, they buy adulterated and expired goods also.



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Answer of Question no. - 10

Business environment is the sum of all external factors. Following points describes the importance of business environment :-

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- (i) Creates image and goodwill \Rightarrow The knowledge about the business environment creates image in front of the business organizations. It helps to increase the goodwill of the firm.
- (ii) Continuous guidance \Rightarrow Business environment provides continuous guidance to the business organizations regarding the economic environment, political environment, technological environment etc!



प्रश्न क्र.

Answer of Question no. - 11 (or)

Meaning of Liberalization \Rightarrow The process of removing unnecessary trade restrictions on foreign trade is called as liberalization. It abolished the MRTP Act and other acts which created hurdles in the path of foreign trade. It also removed the licensing policies for industries & made it compulsory only for six industries.

Answer of Question no. - 12

"Planning is the process of visualizing the future". So, the characteristics of planning are as follows :-

(i) Flexible \Rightarrow Planning should be flexible as it is based on future, and future is always uncertain. So, it should be flexible to change itself according to the new circumstances.

41 + 24 = 45



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(ii) An Intellectual process => The process of planning is said to be an intellectual process because it is based on logical thinking and imaginations. A common person cannot do planning as it requires a team of experts for decision making.

Answer of Question no. - 13 (or)

Following are the two advantages of functional organization -

- (i) The functional organization has separate department for each type of function, so the functions can be performed efficiently.
- (ii) The nature of functional organization is rigid which helps the organization in maintaining discipline.

Answer of Question no. - 14 (or)

Meaning of formal organization \Rightarrow Such type of organization which created by the management is called formal organization. In it, all the rules and regulations are in black and white form (written form). The employees and employers have impersonal relations between them.

Answer of Question no. - 15

Following are the internal sources of recruitment :-

(i) Promotion \Rightarrow In this source, the employee is promoted to a higher post because of his efforts and dedication. It increase the efficiency of the employees.

487 = 49

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(ii) Demotion \Rightarrow This source is considered as a negative source because in it, the employee who are in higher post will be transferred to lower post, due to certain reasons like temporary promotion, less-efficiency etc.

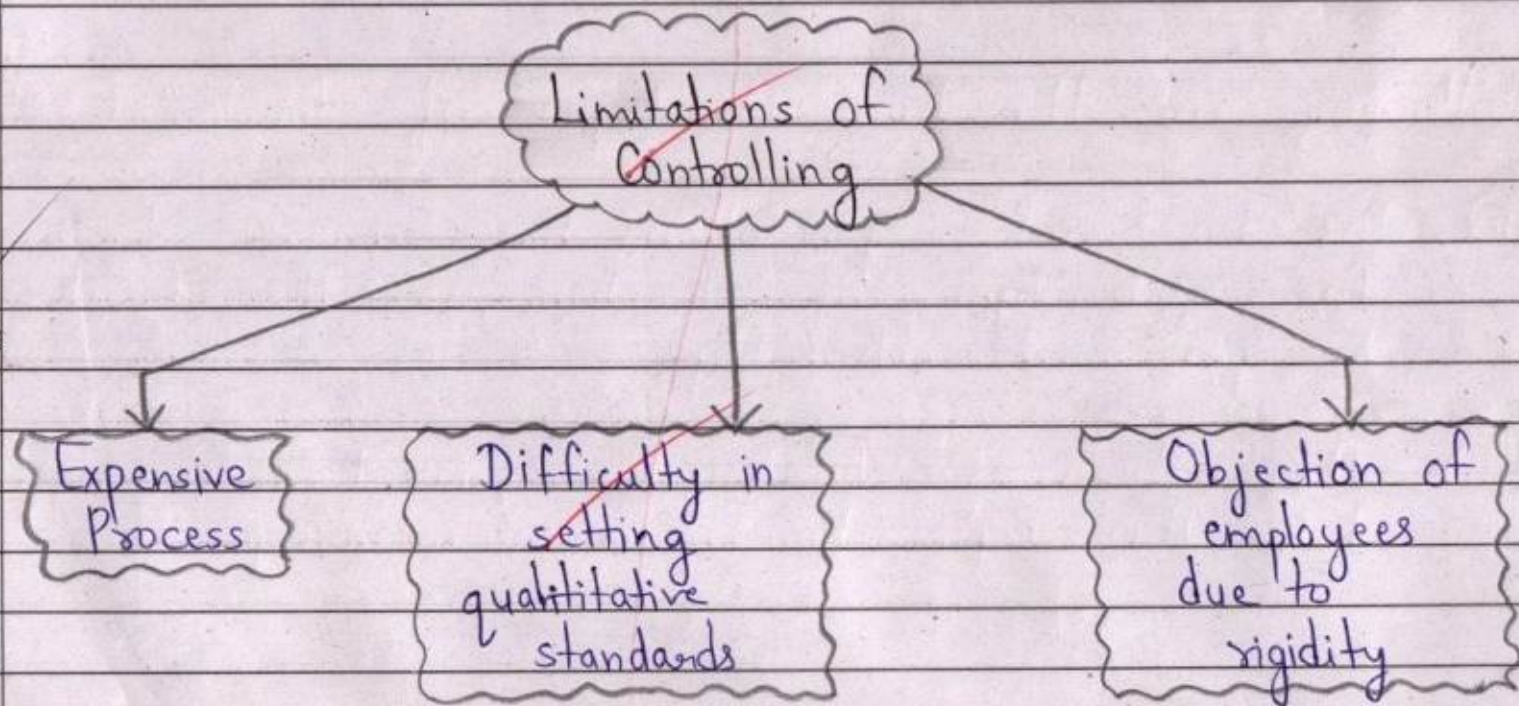
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Answer of Question no. - 16 (or)

Controlling is the function of management which is practical, backward looking and the last function of management. But, it is not devoid of the limitations, so following are the limitations of controlling :-

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(1). Expensive Process \Rightarrow The process of controlling is considered as an expensive process because controlling requires to establish standard sets for the work which need a special team of experts as this activity cannot be performed by common persons. A separate department is to be created for controlling which require a lot of money. That's why, it is referred as an expensive process.

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(ii) Difficulty in setting qualitative standards \Rightarrow Controlling is required to set standards for every kind of work. But, when the standards are to be set in qualitative terms, it fails. The establishment of qualitative standards is very difficult. Hence, it is unable to establish standards in qualitative terms, which is required for making comparison between the established standards and actual performance.



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(iii) Objection of employees due to rigidity \Rightarrow The process of controlling is rigid in nature. It controls the operations of the employees and keep proper watch on them to increase their working efficiency, but instead of increasing the working capacity of the employees, it decreases their efficiency. For example, control by keeping eye on employees through C.C.T.V.

Answer of Question no. - 17 (or)

Advertising is one of the ~~pr~~ element of promotion mix. Advertising is a kind of written, printed, spoken and graphic salesmanship. It has many advantages. Some of the ~~adv~~ advantages of advertising to manufacturer are as follows :-

54 + 03 = 57



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(1.) Increase in sales volume \Rightarrow Through advertising, the sales volume gets increased automatically as the product or services get promoted by the means of radio, movies or televisions.

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(2.) Helps in reduction of cost \Rightarrow Advertisement is a kind of deferred revenue expenditure which gives benefit for more than 1 year. So, the manufacturers do not have to incur the expenditures on advertisement again & again. As a result, it reduces the cost of production.

(3.) Product came to house by house \Rightarrow Generally, we see these are many kinds of advertisement which are made to show the products to the public.

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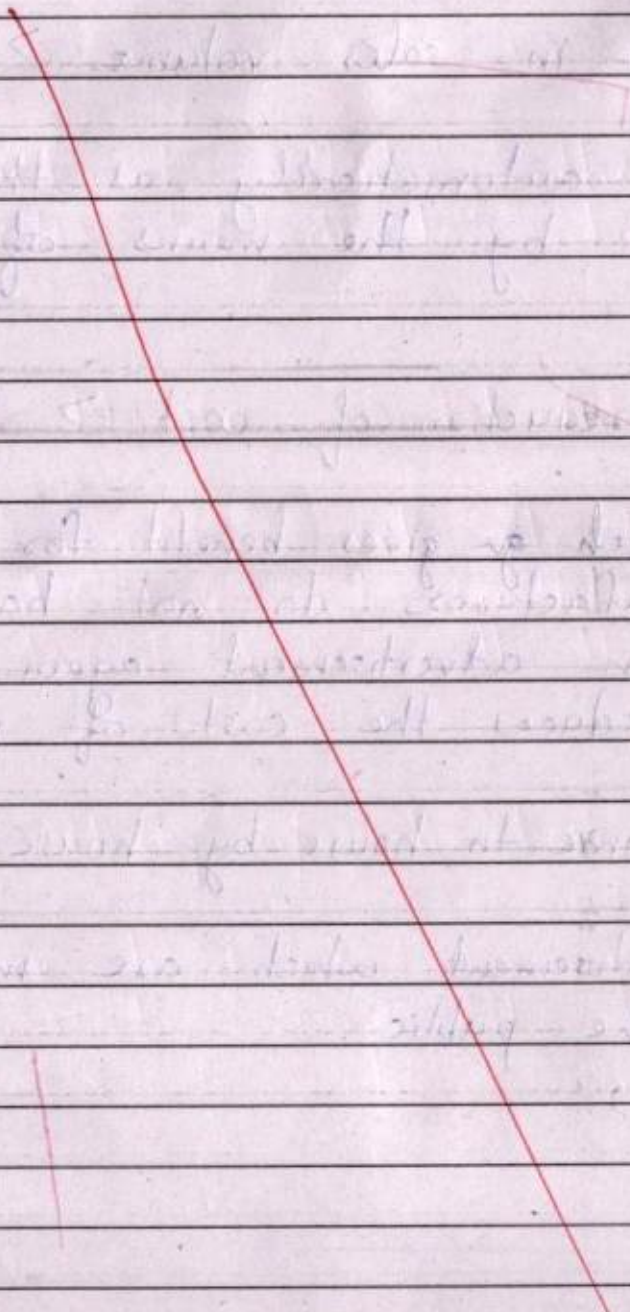
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Answer of Question no. - 18

Organisation is classified into two categories - formal and informal. Following are the differences between formal and informal organization :-

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Basis of difference	Formal Organization	Informal Organization
Creation	Such type of organization is created by the management.	Such type of organization is not created by the management.
Nature	Formal organizations are rigid in nature.	Informal organizations are flexible in nature.
Relations with employees	In it, the employer and employee have impersonal relations.	In it, the employer and employee have personal relations.

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Answer of Question no. - 19

Direction is act of initiating the actions. Following are the principles of direction which are followed by it :-

(i) Principle of Maximum Social Advantage \Rightarrow According to this

principle, the maximum social advantage is taken by the firms and they get benefitted from it. They achieve the desired goals with the help of this principle.

(ii) Principle of Unity of direction \Rightarrow According to this principle, there should be one head & one plan for a particular task. It aims to remove the confusions which are created because of orders from multiple heads.



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(iii) Principle of ~~dis~~ discipline \Rightarrow According to this principle, the rules & regulations of the organisation created by the firm. It helps to maintain discipline in the firm which helps to increase the goodwill & image of the firm.

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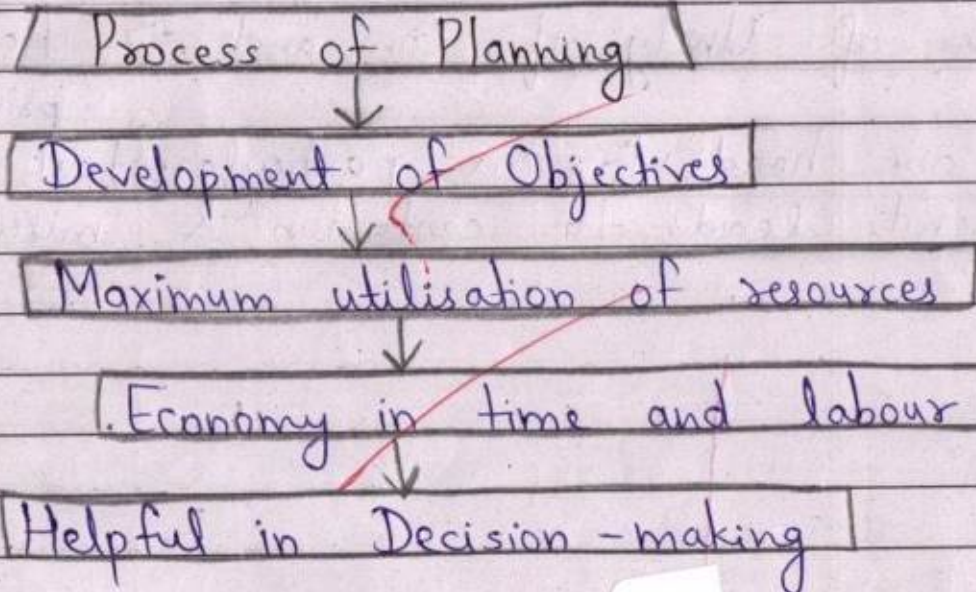
(iv) Principle of Unity of Command \Rightarrow According to this principle, there should be one head for a particular task. Multiplicity of command leads to confusion & misunderstanding.



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Answer of Question no. - 20 (or)

Planning is the first and foremost function of management. The process of planning can be understood by the following points :-

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(i) Development of Objectives \Rightarrow The main function of planning is to establish objectives and goals of the firm. Without objectives and goals, 'planning' word is meaningless. Thus, it is necessary to set aims and try to achieve them through various policies, strategies, programmes etc.

(ii) Maximum utilisation of resources \Rightarrow The another step of planning is to make optimum utilisation of all type of resources whether physical, human or financial. By maximum utilisation of resources, a firm achieve the goal of maximum productivity at minimum cost.

(iii) Economy in time and labour \Rightarrow Planning should be done in such a way that the created plans should be made using minimum cost. So, there should be minimum expenses to be incurred for an effective planning.

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61/13 = 66



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(iv) Helpful in decision-making => The process of planning is helpful in taking various type of decisions regarding the business. Planning helps to forecast the future and by planning, decision-making become very easy and simple.

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Answer of Question no. - 21 (or)

Following are the differences between fixed capital and working capital :-

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Basis of difference

Fixed Capital

Working Capital

(i) Meaning

Fixed capital is that capital which is used for acquiring fixed assets for the firm.

Working capital is that capital which is required for day-to-day operations of the business.

(ii) Nature

It is fixed in nature.

It is circulating capital as it keeps on changing.

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(iii) Acquiring Source

It is acquired through various sources like issue of bonds, debentures, shares etc.

It is acquired through various sources like loans, short-term funds etc.

(iv) Recursing

This is ^{non} ~~recursing~~ in nature.

This is ~~non~~ ~~recursing~~ in nature.

(v) Examples

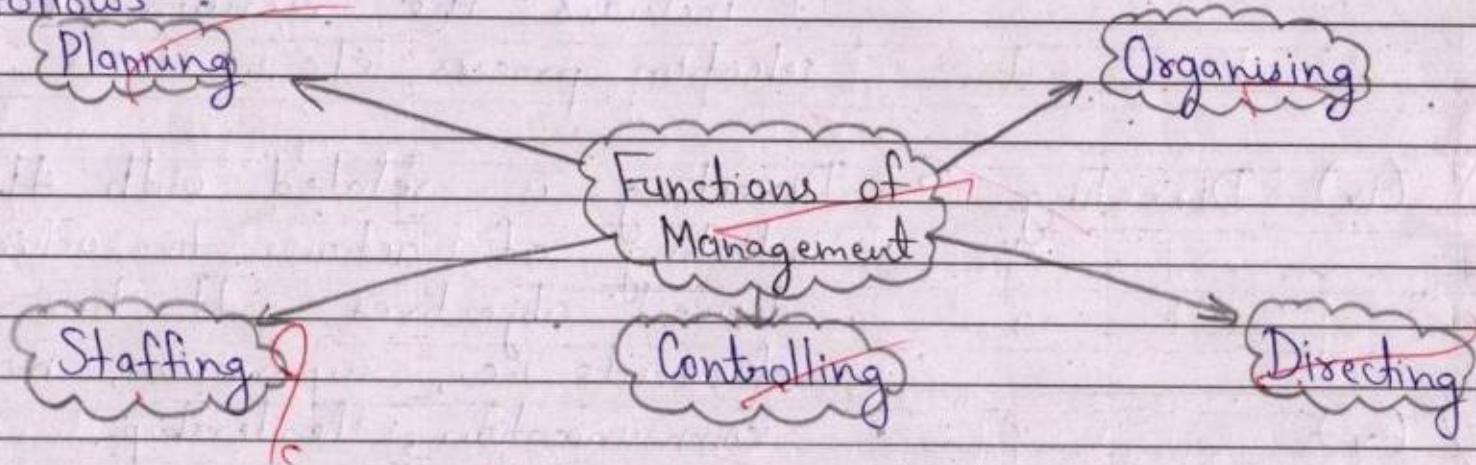
Issue of ~~equity~~ shares, bonds, debentures etc.

~~Loans~~, short-term fundings etc.

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Answer of Question no. - 22

There are five functions of management which are as follows :-



(i) Planning \Rightarrow The ~~firm~~ first and prime function of management is planning. It is related with what to do, how to do related to the business. It helps in deciding decision-making.

(ii) Organising \Rightarrow It refers to the process of bringing together physical resources to achieve desired objectives of the firm.

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(iii) Staffing \Rightarrow This function of management means to select a right person for the right job at the right time. It includes the recruitment, selection process etc.

(iv) Directing \Rightarrow Directing is related with the initiating of actions to achieve desired objectives. It has four elements i.e., supervision, motivation, communication, leadership.

(v) Controlling \Rightarrow This is the last step of management's functions. It includes establishment of standards and making comparison between the standard sets and actual performance.

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Answer of Question no. - 23 (02)

Professor Henri Fayol have given 14 Principles of Management. Some of them are as follows :-

- (i) Division of work
- (ii) Authority and Responsibilities
- (iii) Remuneration of employees
- (iv) Principle of direction discipline

(i) Division of work \Rightarrow According to this principle, the work is to be divided and allotted to the persons on the basis of their skills, knowledge & qualifications. This introduced the concept of specialisation of jobs.

(ii) Authority and Responsibilities \Rightarrow According to this principle, authority and responsibilities go hand-to-hand. It means if a person is having



प्रश्न क्र.

authority of doing a task, so it becomes his responsibility also. If a person is having responsible for a task, so he should have the authority to do it.

(iii) Remuneration of employees \Rightarrow Fayol states that each employee should get a fair return of wages or salaries. He explains that increase in the amount of return increases the efficiency of the workers.

(iv) Principle of discipline \Rightarrow According to this principle, the discipline is to be followed by all for maintaining image & goodwill of the firm. It can be done by following the rules & regulations of the firm.