केवल मूल्यांकनकर्ता के उपयोग हेतु!

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

32 पृष्ठीय

केवल परीक्षक द्वारा भरा जावे। प्रश्न क्रमांक के सम्मुख प्राप्तांकों की प्रविष्टी करें।

प्रश्न क्रमांक	पृष्ठ क्रमांक	प्राप्तांक (अंकों में)	प्रश्न क्रमांक	पृष्ठ क्रमांक	प्राप्तांक (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 अंकों में		
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 प्रविष्टी एवं अंकों का योग सही है।

निर्धारित मुद्राः 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
SUNIL JAIN (U.M.S.) CM Rise M.L.B.No.1,Sagar Mob.-9425655779 Val. No. - 21899	Nar... G. G. H. S. S. Khurai Mob.-7987446398 Val. No. -21929

योग पूर्णांक

Ans of que. no. 1

Ans 1:- Used in factory
Ans 2:- Social Environment
Ans 3:- Intangible force
Ans 4:- Product specialisation
Ans 5:- Human Resource Manangement
Ans 6:- Financial Manager
Ans 7:- Taking Corrective action

Ans of que. no. 2

Ans 1:- Three
Ans 2:- 14
Ans 3:- Legislation passed by the government
Ans 4:- ~~2019~~ Intellectual
Ans 5:- 2019
Ans 6:- F.W. Taylor

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Ans of que. no. 3

Ans 1 :- external
Ans 2 :- informal
Ans 3 :- Setting objectives
Ans 4 :- Technological
Ans 5 :- Supervisory management / operational management
Ans 6 :- Time

Ans of que. no. 4

Ans 1 :- False
Ans 2 :- True
Ans 3 :- True
Ans 4 :- False
Ans 5 :- True
Ans 6 :- True

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Ans of que. no. 5

Ans 1 :- Consumer goods.
Ans 2 :- Sales promotion.
Ans 3 :- Capital Structure
Ans 4 :- Upto 1 crore rupees.
Ans 5 :- Establishing standards of performance.
Ans 6 :- Non- monetary motivation
Ans 7 :- Three levels.

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Ans of que. no. 6

Management :- Management is the process of getting things done by others for achieving certain organisational objectives, efficiently and effectively. It primarily constitutes five function :- Planning, Organising, Staffing, Directing and Cotrolling. It is a goal-oriented process. It is dynamic and all pervasive. It is an intagible force.

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Ans of que. no. 7

Following are the characteristics of principles of management:-

1) Universal applicability :- Principles of management are of universal applicability means they can be applied everywhere.

2) General guidelines :- Principles of management are general guidelines. They only help managers by guiding them.

3) Mainly ~~beha~~ behavioural :- Principles of managemt are not end solutions. These should ~~by~~ be modified by the managers according to situation before ~~appli~~ application.

Ans of que. no. 8

Privatisation :- Privatisation refers to ~~disnt~~ disinvestment of government in public sector undertakings

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and increasing private investment. This was the result of new economic policy 1991 in India. This was done in order to increase private ~~contribu~~ sector contribution ~~to~~ for in economic development.

Ans of que. no. 9

Budget :- Budget is a numerical statement. It is the forecast of business's future outcomes in quantitative terms. It is an element of planning. It is usually prepared for short period i.e, for 1 year.

Ans of que. no. 10 (or)

Following are the advantages of functional organisational structure :-

1) Specialisation :- Managerial ~~efficien~~ specialisation is found as every manager works only

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on, one and speific function.

Cost effective
2) ~~Cheap~~ :- Duplication of activities is prevented, so it is a cheaper organisational structure.

Ans of que. no. 11 (or)

Following are two advantages of internal sources of Recruitment :-

1) Boosts Motivation / Morale :- Internal sources of recruitment boost motivation and morale of employees, as it assures them that if they worked properly they will be motivated.

2) Inexpensive :- Internal sources of recruitment is done from the existing employees only. Thus, it ~~is~~ requires low costs.

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Ans of que. no. 12

Working capital:- Capital or funds required to meet day- to day obligations of business, are called working capital. It is also called short-term capital, as it is required for ~~wo~~ short period. It can be also expressed as excess of current assets over current liabilities.

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~~Wor~~ Gross working capital = Value of current assets

Net working capital = Current assets - Current liabilities

Ans of que. no. 13 (or)

Following are the two characteristics of advertising:-

1) Mass Reach:- Advertising reaches to a large number of people. Thus, spreading awareness to mass amount of people.

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2. Impersonal Relationship:- It develops a impersonal relationship ~~as~~ between people and products or brands.

Ans of que. no. 14 (or)

Following are the elements ~~of~~ affecting price determination of a product :-

1) Product Cost :- Cost incurred in the production is the main element for price determination. A firm cannot sell product below its production cost. It gives the minimum price level of the product.

2) Utility and demand :- The utility for customers and the demand made by customers for a particular product also affects its price. It provides the maximum price to be charged for the product.

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3. Market competition :- The extent of competition in market is high, then the firm will try to sell the product at lower price. And vice versa, if the extent of competition is low or in case of monopoly, firm can charge high prices.

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4. Government rules and regulations :- If government has passed any rules and regulations for the price limit of a particular class of a commodity, ~~they~~ then no other elements will affect the price of the product.

Ans of question no. 15

A consumer as per Consumer Protection Act 2019 :-

Any person who buys a good or avails a service for a consideration paid in cash, or promised,

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or partly paid in cash and partly promised, or under any ~~deffer~~ deferred payment ~~see~~ scheme, is called a consumer.

Ans of que. 16

Following are the functions of a ~~a~~ top level management:-

1) Establishing Objectives:- Top ~~ton~~ level management is responsible for establishing objectives for the business.

2) Amending Policies:- Top level management also amends the policies under which the whole management will funtion.

3) Choose of organisational structure:- The ~~frar~~ organisational framework under which the whole management performs its managerial function is determined by top-level mananagement.

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Ans of que. no. 17.

Basis of Difference	Recruitment	Selection
Meaning	Recruitment is the process of finding prospect candidates for a particular job.	Selection is the process of selecting best candidates from the applicants.
Nature	Recruitment is a positive activity.	Selection is a negative activity.
Used	Recruitment is generally used for middle or ~~level~~ lower level managers.	Selection is ~~it~~ mostly used for top-level managers.
Origin of process.	Recruitment preceeds the selection process.	Selections starts where recruitment ends

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Ans of que. no. 18. (or)

Planning and Controlling are inseparable twins of management. Planning and controlling both functions are inter dependent. Planning provides the standards of perfomance for controlling. By analysing deviations controlling suggests the essential changes needed to to be made in planning. Planning forecasts the future happenings while controlling analyses the performance of the management which had been completed. Thus planning is a forward looking function while controlling is a backward looking function. Planning is the basis for controlling. Without planning, controlling is useless. Thus planning is a pre-requisite for controlling

This all suggests that planning is ~~presp~~ prescriptive and ~~cot~~ controlling is evaluative and how the both functions are related.

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Ans of que. no. 19.

Fixed Capital :- Capital required for acquiring fixed assets is called fixed capital. It is also called long-term capital. It is ~~call~~ used for long term investment decisions. It remains for more than a year in the business. Its benefit are availed for a long period i.e, ~~more~~ more than a year. Sources of fixed capital :-

Fixed Capital
- Owner's fund
  - Retained Earnings
  - Share capital
- Borrowed fund
  - Debentures
  - Bonds

1) Owner's fund :- Funds owned by the business are called owner's fund. It is constituted of two elements of retained earnings, and share capital. Retained earning means putting the profits of the

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business again in utilisation. Shareholder's fund means fund raised by issuing shares of the company. These funds are less risky.

2) Borrowed funds :- Funds which are not owned by the business i.e, funds which are borrowed from outside the business are called borrowed funds. Main tool of borrowing is debentures. This fund is the cheapest source of finance. The element of risk is higher in these.

Ans of que. no. 20.

Planning is the process of deciding in advance what to do, when to do and how to do it. It is the primary function of management. Following are the limitations of planning :-

1) ~~Re~~ Leads to rigidity :- Planning determines in advance and this stops the employees

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in trying something new. So, they are bound to the boundaries set by planning. This is how planning leads to rigidity.

2. Reduces creativity :- Planning is done by top level management. This excludes the middle level and lower level management. Thus it reduces the creativity of subordinates.

3. Time consuming process :- Planning is not done on the rule of thumb. It determines the future of business. Thus, it should be done very carefully, which leads to consuming time.

4. ~~Cost~~ Planning does not guarantee success :- Planning does not guarantee the success. As the business is surrounded by dynamic factors of business environment, which are unpredictable. So, the planning may be useless in this kind of dynamic environment.

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Ans of question. no. 21 (or)

Basis of difference	Delegation of authority	Decentralisation
Meaning	It is compulsary process performed by management in which superiors delegate authority to subordinates for routine work.	It is a optional policy adopted for the organisation. In this, authority is delegated to the all levels of management.
Scope.	It has a narrow scope.	It ~~is~~ has a broader scope.
Participation	Superiors and his immediate ~~sy~~ subordinate is part of this process.	All the employees of the management are included in it.
Accountability.	Accountability is not delegated at all. Only responsibility is delegated.	Accountability to a certain extent is delegated in decentralisation.

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Ans of que. no. 22 (or)

Barriers to an e effective communication are considered as noise. These make an effective communication into an uneffective communication. Following are the barriers of an effective communication.

1) Semantic barriers:- Semantic is a branch of linguistics which means the meaning of a word. Following are the semantic barriers example:-

- Faulty translation
- Technical jargon.
- Words with multiple meaning
- Wrong encoding or decoding.

2) Organisational barriers:- Sometimes the rules interpreted by the organisation or its structure acts as the barriers of an effective communication.

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Following are the examples of organisation barriers:-

- Line of communication.
- Organisational Structure
- Superior- Subordinate relationship.

3) Psychological barriers:- Sometimes the mental state of receiver or sender acts as a barrier of for an effective communication. Following are the examples of psychological ~~do~~ barriers :-

- Premature evaluation
- Use of wrong symbols or words
- Faulty interpretetions.

4) Personal barriers :- Personal qualification or characteristics are also a barrier for an effective communi~~tion~~cation. For example of personal barriers :-

- Distrust on subordinates
- Fear of facing authority.

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Ans of que. no. 23 (or)

Basis of difference	Marketing	Sales
Meaning.	Marketing includes the total process from production to consumption of the product.	Sales only includes selling of the product.
Priority.	Consumer is given priority in marketing.	Product is given priarity in sales.
Objectives	Profit of the business with costumer satisfaction is the main motive of marketing.	Selling as much as quantity of products is the objective of sales.
Scope.	Marketing has a broader scope. As marketing includes sales.	Sales has a narrow ~~to~~ scope. As sales is a part of marketing.

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