



केवल मूल्यांकनकर्ता के उपयोग हेतु!

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

32 पृष्ठीय

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

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 ↓

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।

उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा

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परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा

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Answer No. 01 (Blanks)

(i) External source.

(ii) Informal organisation.

(iii) Setting objectives.

(iv) Technological environment.

(v) Supervisory or first line management.

(vi) Time study.

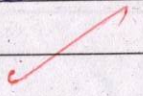
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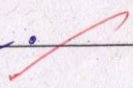
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Answer No. 02 (True/ false)

(i) False.



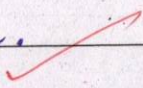
(ii) True.



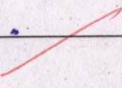
(iii) True.



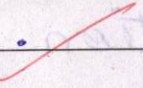
(iv) False.



(v) True.



(vi) True.



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Answer No. 03 (one word)

- (i) Consumer goods. ✓
- (ii) Sales promotion. ✓
- (iii) Capital structure. ✓
- (iv) Upto ₹ 1 crore. ✓
- (v) Setting standards. ✓
- (vi) Non-monetary or positive motivation. ✓
- (vii) Three levels. - (i) District (ii) state (iii) National level. ✓

Answer No. 04 (Match)

- (i) Scientific management - Used in factory.
- (ii) Customs & traditions - Social environment.
- (iii) Management - Intangible force.
- (iv) Divisional structure - Product specialisation.
- (v) Staffing - Human resource management.
- (vi) Dividend decision - Financial manager.
- (vii) Controlling - Taking corrective actions.



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Answer No. 05 (choose the correct)

- (i) (c) Three.
- (ii) (d) 14.
- (iii) (d) legislation passed by the government.
- (iv) (a) Intellectual.
- (v) (a) 2019.
- (vi) (b) F.W. Taylor.

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Answer No. 06 (or)

Characteristics of Advertising

Paid medium

Identified Sponsor

Non-personal relations

• Paid medium :- Advertising is the paid form of product promotion which is widely used in marketing.

• Non-personal relations :- Non-personal relations are found in advertising between the producers and customers.

• Identified sponsor :- Advertising is done through an identified sponsor.

Such as, advertising of 'Lingo' games is done by 'M.S. Dhoni'.

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Answer No. 07 (01)

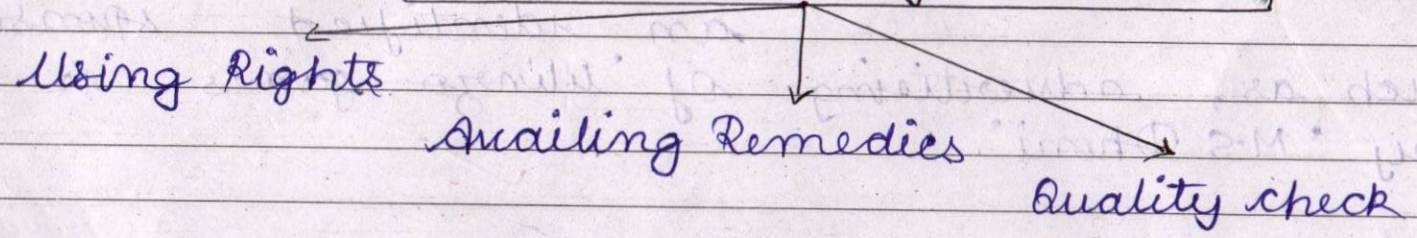
Elements affecting price determination are :-

- Objectives of the firm.
- Total cost of production.
- Utility and demand of product.
- Government taxation policy.
- Competition faced by firm.

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Answer No. 08 (01)

Responsibilities of consumer



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• Using Rights:-

It is an important responsibility of a consumer to use and protect the rights made available to him by Consumer protection act.

• Quality Check :-

It is also an important responsibility of consumer to check quality certification such as Hallmark, Ag-mark, ISI mark, etc. while purchasing any product so that he can be protected from any danger.

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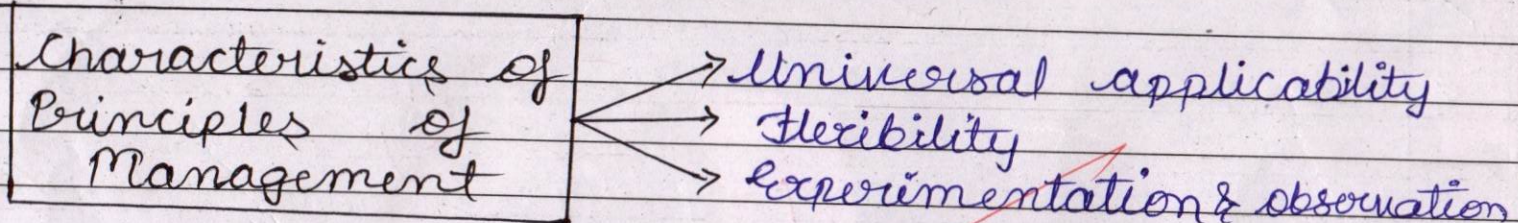
Answer No. 09 (or)

Management is a profession in the sense that it has 'certain features of profession' such as -

- Specialised knowledge required,
- Restricted entry by specific course,
- Specific code of conduct,
- Practical training required, etc.

That's why "management is considered a profession".

Answer No. 10



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- Universal applicability :-

Principles of management are universally applicable in all those areas where objectives are to be achieved through collective efforts.

- Formed by experimentation and observation :-

Principles of management are formed by experimentation and observation after deep analysis and thorough study.

Answer No. 11

Privatisation :-

- Privatisation can be defined as the process of dilution of stake of government in every sector of business.



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- In it, more autonomy is given to private sectors to come and manage the undertakings.
- It is the major element of 'economic reforms of 1991'.

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Answer No. 12 (or)

Objectives of planning

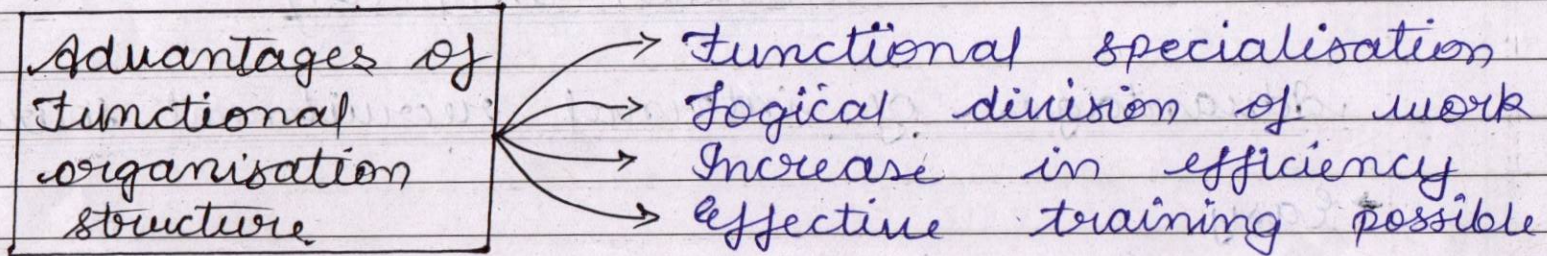
- Optimum utilisation of resources
 - Effective decision making
 - Development of organisation
- Optimum utilisation of resources:-

It is one of the vital objective of planning to achieve optimum utilisation of resources in future.

• Effective decision making :-

Planning also aims at enabling an effective decision making in the future by systematically deciding in advance what can be alternative repercussions.

Answer No. 13 (or)



• Functional specialisation :-

It enables an employee to achieve functional specialisation as they have to perform activities of their respective department only.



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• Logical division of work:-

It also performs logical division of work on the basis of functions performed in an undertaking such as departments of production function, sales, accounting, etc.

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Answer No. 14 (or)

Advantages of internal recruitment sources:-

→ Easy

→ Economical

→ Knowledge
of working

→ Increase in efficiency

• Easy :-

Internal recruitment such as promotion and transfer are easy sources as the enterprise 'need not to follow specific procedure' of selection.

• Economical :-

Internal recruitment sources are economical as 'less time, efforts and expenditure' are incurred in it.

Answer No. 15 (or)

Objectives of financial management :-

• Arrangement of funds :-

One of the main objective of financial



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management is to "obtain adequate amount of funds at minimum costs".

• Maximizing profits :-

It also aim at maximizing profits through best combination of owner's funds and borrowing funds.

• Maximizing asset value :-

It also aims at maximizing asset value, that is, maximizing the market value of its shares.

• Providing proper dividends.

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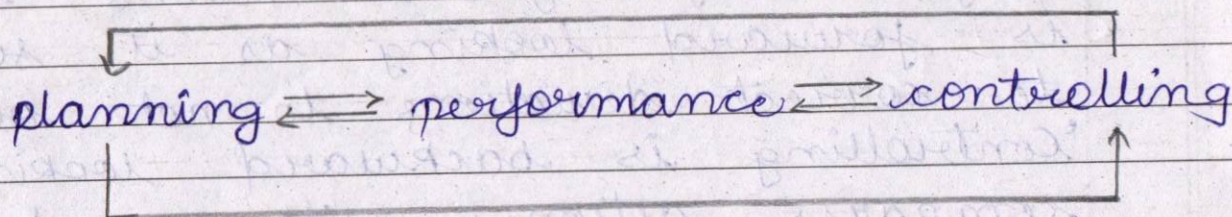
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Answer No. 16 (or)

Relationship between planning and controlling:-



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• Meaning:- Planning is deciding in advance, what to do, how to do, and who is to do it?

Controlling is evaluating the performance and analysing deviation and correct it to achieve objectives.

• Inseparable twins:-

Planning and controlling are interdependent on each other. One without another is incomplete and is impossible to perform.



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- Both are forward and backward looking :-

'Planning is forward looking, as it is performed for future actions' and 'controlling is forward looking as it suggest measures to correct deviations to not occur in future'.
 'Controlling is backward looking as it compares actions with previously determined standards' and 'planning is backward looking as it is corrected in present through past performance analysis.

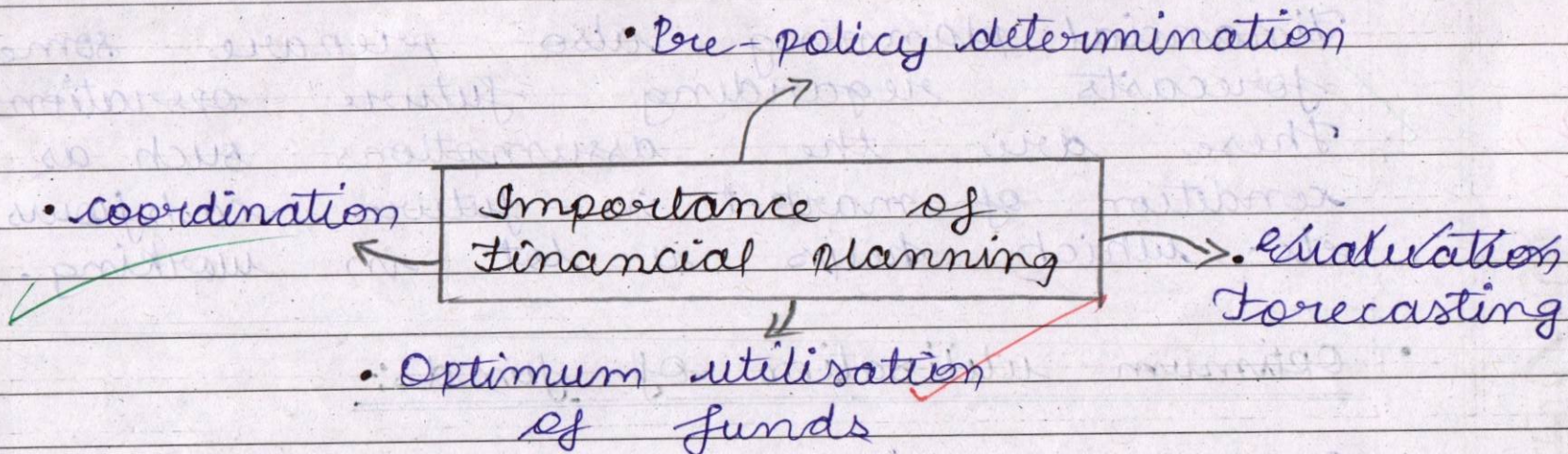
- Planning is prescriptive and controlling is evaluative :-

Planning prescribes what should be done in future and controlling evaluates what is actually performed.

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Answer No. 17 (cont)



Pre-policy determination :-

Financial planning determines in advance, 'from what sources funds should be brought?', 'on what sources it should be invested', etc. and enables efficient functioning of enterprise.



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• Forecasting :-

Financial planning also prepare some forecasts regarding future operations. These are the assumptions such as condition of market in future, cash flows, etc. which helps a lot in working.

• Optimum utilisation of funds:-

One of the importance of financial planning is that it enables optimum utilisation of funds in future through proper determination of financial activities of future.



Answer No. 18

Functions of top level management

Arrangement of resources

Determining objectives

Determining policies

Controlling

• Determining objectives :-

It is an important function of top level management to determine objectives of enterprise regarding 'how much to produce?', 'what to produce?', 'what should be the process?', etc.



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Determining policies :-

Various policies of an enterprise are also determined by top management. Such as policies regarding recruitment, selection, functioning, etc.

Arrangement of resources :-

Top level management also arranges the resources such as raw materials, etc. required in the undertaking.

Controlling :-

Function of controlling is also performed by the top level management in the enterprise.



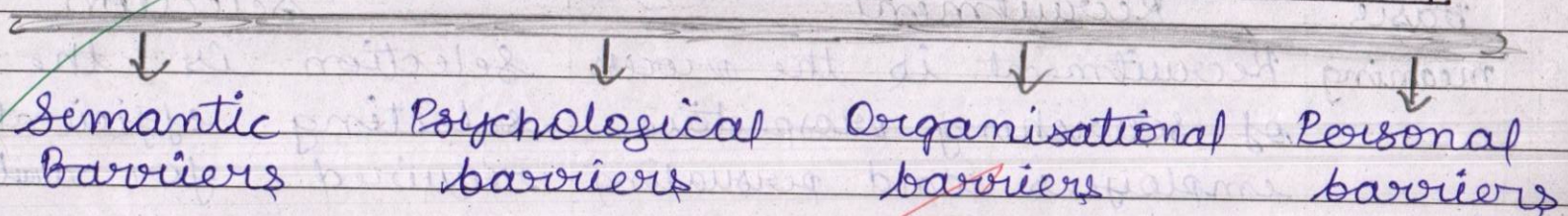
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Answer No. 19

	Recruitment	Selection
B S E	<p>Basis</p> <p>meaning Recruitment is the process of searching prospective employees and persuading them to apply in the enterprise.</p>	<p>Selection</p> <p>Selection is the process of selecting efficient candidates required for available posts in the enterprise.</p>
	<p>nature It is a positive process as it persuade ^{candidates} employees to apply.</p>	<p>It is a negative process as it rejects application of inefficient extra candidates.</p>
	<p>object Its object is to seek more and more applications to avail wide range of candidates.</p>	<p>Its object is to select the most suitable candidates for available posts.</p>
	<p>complexity It is a simple process.</p>	<p>It is a complex process.</p>

Answer No. 20 (or)

Barriers to effective communication:-



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• Semantic barriers:-

These are related to the language and style of communication such as wrong perceptions, language style, words used, etc. It includes -

- Wrong translations,
- Wrong assumptions,
- Technical jargon, etc.



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• Psychological barriers :-

These barriers are related to state of mind or emotions of sender and receiver. It includes -
 lack of trust, premature evaluation, etc.

• Organisational barriers :-

These barriers are related to the form of organisation, its functioning and operations. It includes -

- Over Organisational rules and regulations,
- Inefficient Organisational policies,
- Lack of Organisational facilities, etc.

• Personal barriers :-

These are related to personal personality of individuals and their approaches. It includes -

- Fear of losing job,
- taking subordinates inefficient,
- lack of appropriate incentives, etc.

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Answer No. 21 (or)

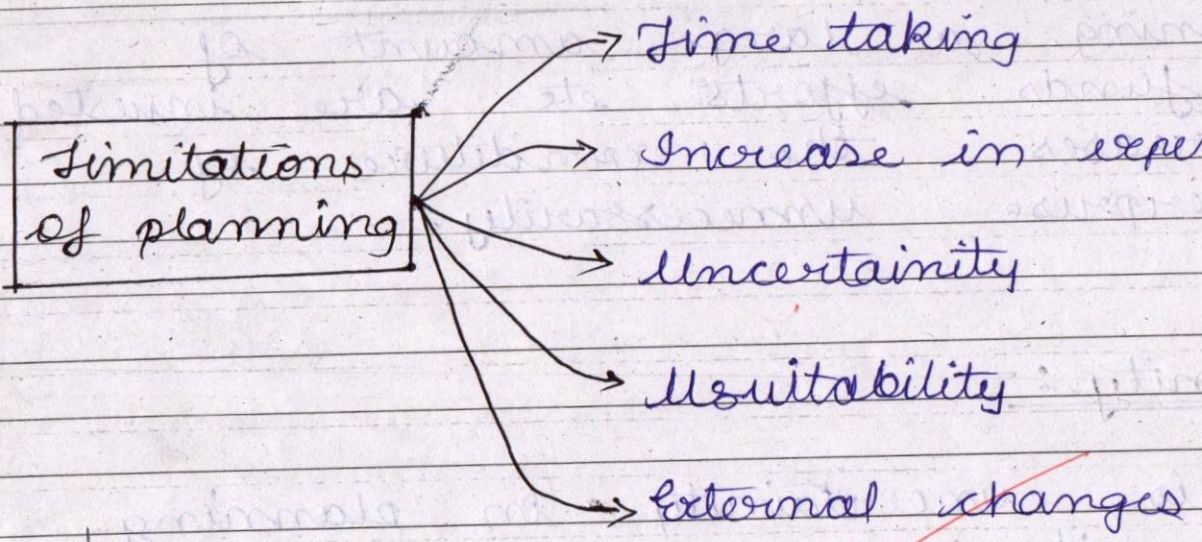
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Basis	Marketing	Sales
meaning	It is a social process by which buyers and sellers get what they want through mutual exchange.	It is a process of selling goods and services in the market only.
object	Its object is ^{fulfilling} consumer satisfaction or wants.	Its object is 'earning maximum profit'.
start and end	It starts with identification and ends with 'satisfying consumer wants'.	It starts after production and ends with selling of goods.
bonding	It bonds itself as per consumer demand.	It bonds consumer towards the product available or itself.
profit	It earns profit by 'satisfying consumer needs'.	It earns profit by 'defining product qualities'.
scope	Its scope is wide.	Its scope is narrow.



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Answer No. 22



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• Time taking :-

Planning is a time taking process as in planning, a lot of time is wasted in deciding future actions and their implementations.



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• Increase in expenditure :-

In planning, a large amount of time, funds, efforts, etc. are invested. It increases the expenditure of the enterprise unnecessarily.

• Uncertainty :-

There is uncertainty - in planning because it is done for future, which too is uncertain. Thus, it is not guaranteed that its activities will be implemented as planned or not.

• Unsuitability :-

The function of planning is largely unsuitable for organisations having less resources and time.

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• External changes:

Planning cannot be done for external environmental changes such as government policies, change in technology, etc.

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Answer No. 23 (or)

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Basis	delegation of authority	decentralisation
meaning	It refers to granting authority to subordinates to operate within limits.	It refers to dispersal of relatively larger amount of authority among different levels.
scope	Its scope is narrow as it is limited to only superior and his nearest subordinate.	Its scope is wide as authority is distributed among various levels.
purpose	Its purpose is to reduce workload of top executives.	Its purpose is to make subordinates properly developed.
nature	It is a compulsory act as it is necessary.	It is an optional policy as adopted voluntarily.



depen- dence	It is not depend on decentralisation.	It is depend on delegation of authority.
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